

10,880

MORE

GREEN ACRES

# HERE'S TO *you*

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Examine this booklet and see if it is not so.



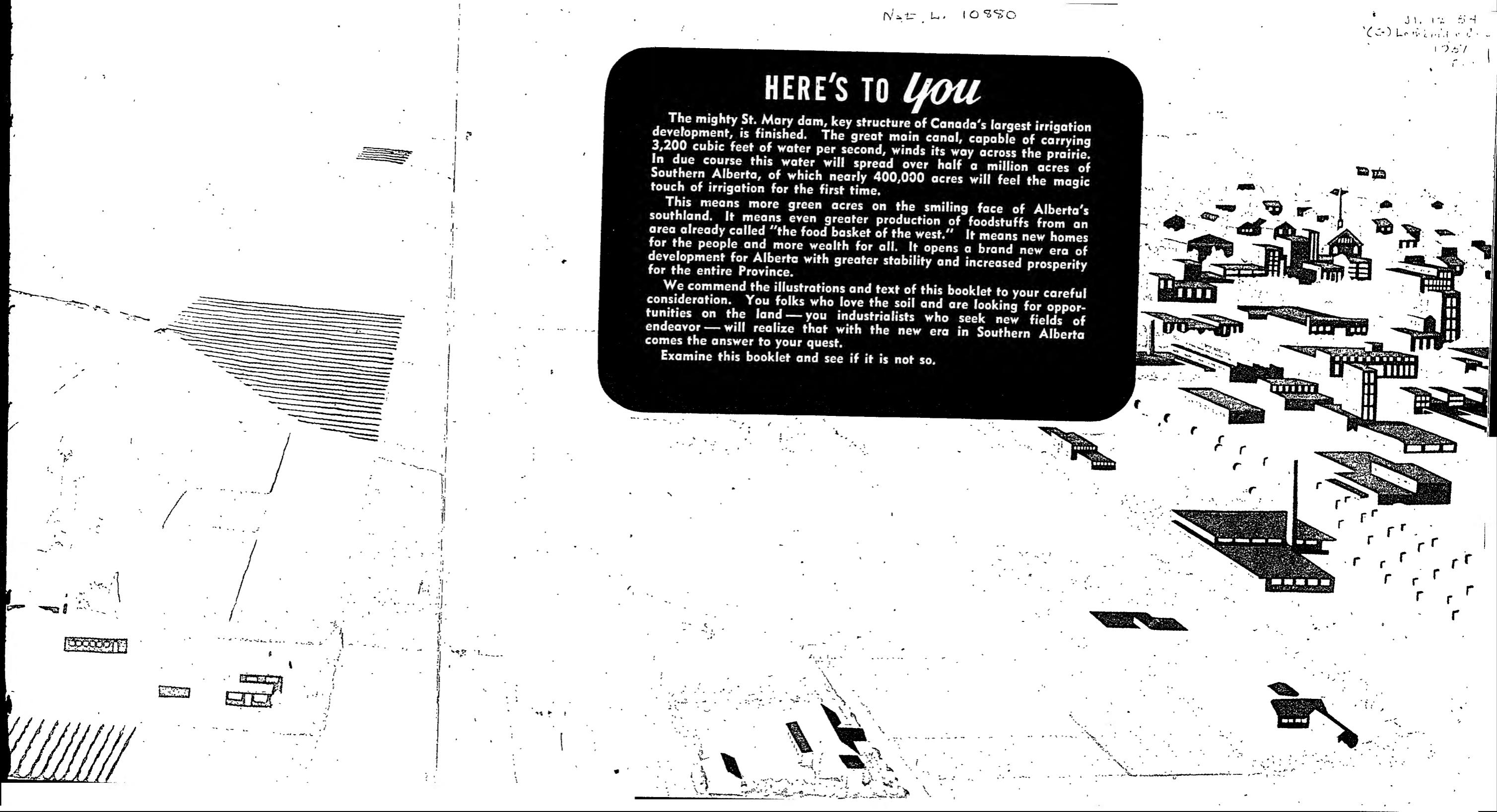
## HERE'S TO *You*

The mighty St. Mary dam, key structure of Canada's largest irrigation development, is finished. The great main canal, capable of carrying 3,200 cubic feet of water per second, winds its way across the prairie. In due course this water will spread over half a million acres of Southern Alberta, of which nearly 400,000 acres will feel the magic touch of irrigation for the first time.

This means more green acres on the smiling face of Alberta's southland. It means even greater production of foodstuffs from an area already called "the food basket of the west." It means new homes for the people and more wealth for all. It opens a brand new era of development for Alberta with greater stability and increased prosperity for the entire Province.

We commend the illustrations and text of this booklet to your careful consideration. You folks who love the soil and are looking for opportunities on the land — you industrialists who seek new fields of endeavor — will realize that with the new era in Southern Alberta comes the answer to your quest.

Examine this booklet and see if it is not so.



# If They Could See It Now!



There are sections of Alberta today which are virtually deserted. A few years ago these localities were fairly well populated, but the drought came, and the settlers could do nothing but watch their crops wither and their cattle sicken from lack of sustenance. Even their precious topsoil began to disappear as the grim story was repeated year by year. And so the settlers moved away.

In other sections of the south even now vast tracts of land are used for nothing more than grazing. This too is the result of recurrent drought. With the coming of irrigation, however, the picture is changing. The tide has turned. Instead of the line of settlement retreating before the forces of drought, drought itself is on the retreat before the victorious flow of irrigation water.

On either side of the advancing ditch, fields are turning green again, settlers are singing at their work, new homes and industries are being established and growing communities are now vital with the surging pulse of their commerce.

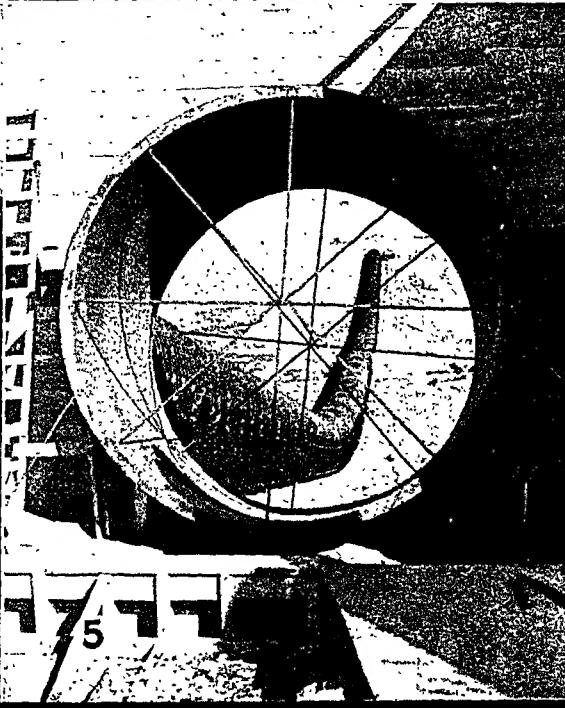
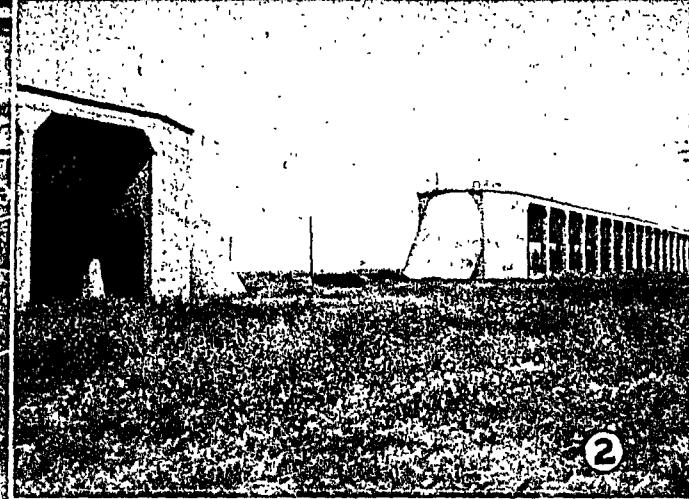
To whom does the credit for this change belong? It belongs to many men and women, of course, but at this point we shall pay tribute to the pioneers of irrigation, who with nothing but their courage and a dream to spur them on, built with incredible toil those first dams and ditches . . . thus proving what irrigation can do for the arid plains of Alberta.

Think of the courage of those people and thrill to its message. Sympathise with their discouragements but waste no time for pity. For out of their setbacks and what at times appeared to be failures came the beginning of a story which continues to unfold. They led the way and we have learned much from their mistakes, but because of their successes we now enjoy a more abundant life. And because of them the road ahead seems clearer.

We doubt if you will find a monument raised to these pioneers. But their memories are kept green with the stimulating waters of irrigation. Their honor is found in the homes of the people. The economy of Southern Alberta is their memorial.

Those who are gone and those who are still with us would ask for no greater recognition.

- (1) St. Mary dam. (2) Brooks, aqueduct. (3) Irrigation ditch.  
(4) New and old main irrigation canals. (5) Pine Pound Coulee siphon. (6) Jensen reservoir and spillway.



# *How It Began*

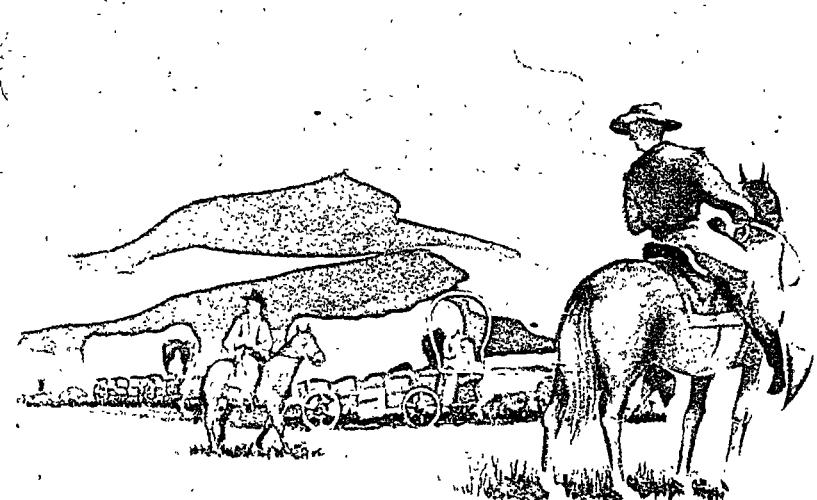
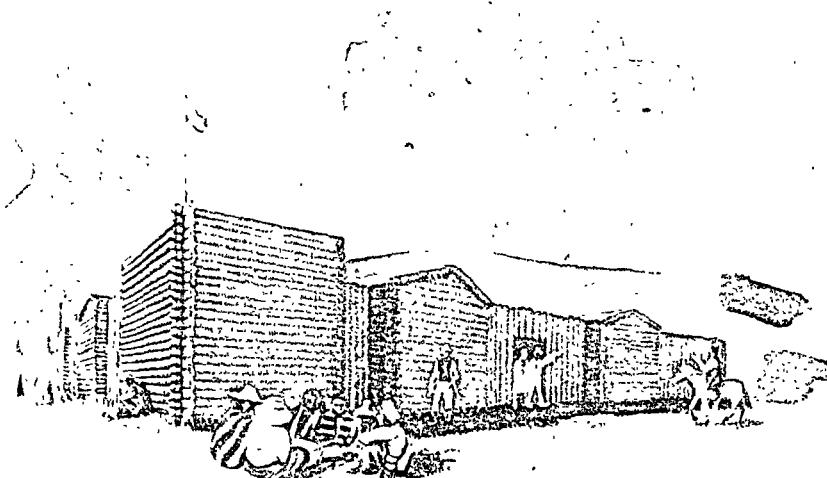
Alberta's irrigated land extends from Strathmore, east of Calgary, to the International Boundary and east to Medicine Hat. This is a part of the "Palliser Triangle" which, in 1860, Captain John Palliser decided could "never be expected to be occupied by settlers." It was too dry.

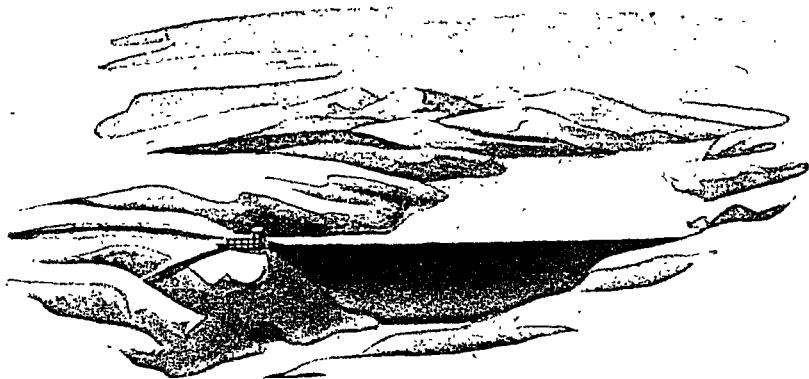
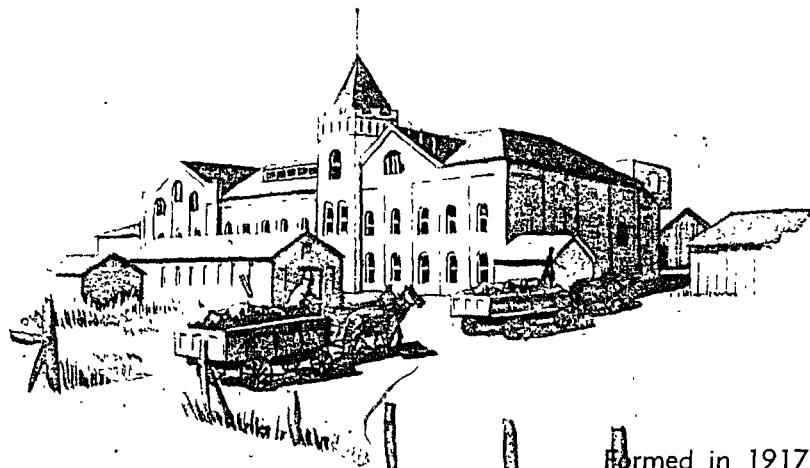
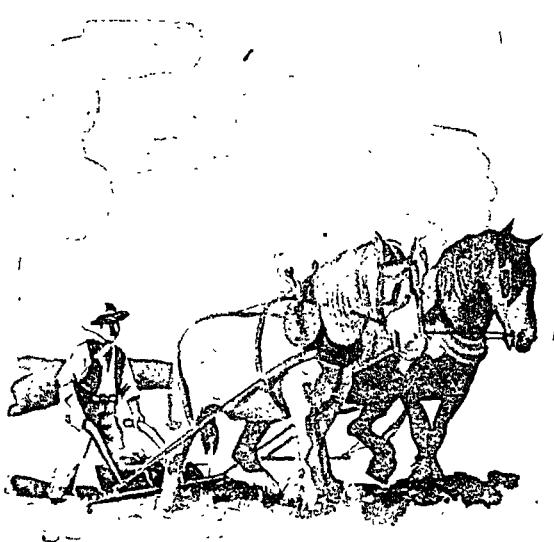
The story of irrigation in Alberta can be divided into three overlapping stages. First there were private projects in which settlers built their own small works, appropriating water and sometimes land without license or title. John Glenn was the first irrigator in the Province, for in 1878 he tapped the water of Fish Creek and spread it over his hay meadow. Through the years others followed Glenn's example until now there are some 700 private projects in operation, including 400 which have been assisted under the Prairie Farm Rehabilitation Administration of the Federal Government.

The second stage is that almost fabulous era of the railway and land companies. First of these was the Canadian Northwest Irrigation Company, organized by E. T. Galt. It was a part of the holdings of this company which Charles A. Magrath offered, on behalf of the Galts, to members of the Mormon Church in Utah who were looking for an opportunity to settle in Alberta.

The Galt railways and land interests were consolidated under the Alberta Railway and Irrigation Company which in 1912 was leased to the Canadian Pacific Railway Company. The A. R. & I. continued as a railway subsidiary until 1946 when it was transferred lock, stock and barrel to the Government of Alberta.

Meanwhile the C. P. R. was spending millions of dollars on irrigation works in other holdings. From these the Eastern Irrigation District was formed in 1935 and the Western Irrigation District in 1944.





Formed in 1917 through the amalgamation of three predecessor companies, the Canada Land and Irrigation Company started to deliver water in 1920. After thirty checkered years, its works and lands were purchased by the Government of Canada from British owners in 1950 and the project is now operated by the P.F.R.A.

The third stage is what may be called co-operative enterprises in which the Alberta Government sponsored the organization of irrigation districts along much the same line as municipal districts. These began in 1915 with the Taber Irrigation District and since then a total of eleven have been established in the Province.

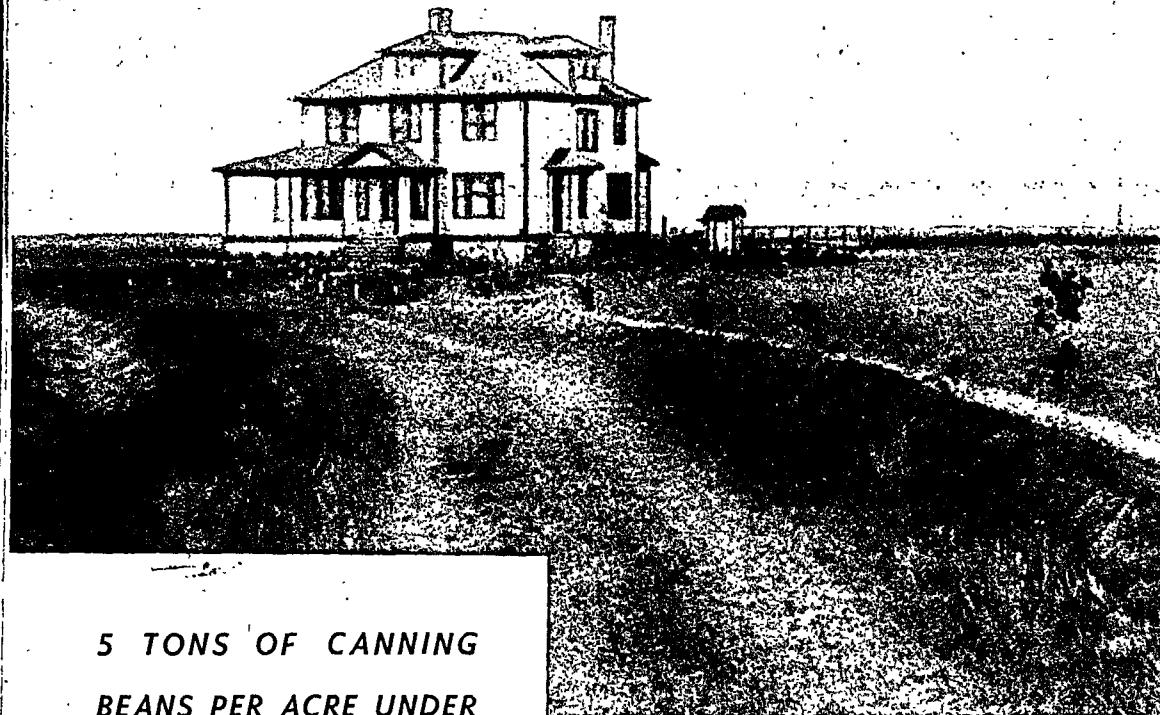
In regard to the St. Mary-Milk Rivers Development, much more will be said, but at this point we shall mention the series of reservoirs and connecting canals which were begun in 1946 and on which construction is continuing. The development, already supplying 127,000 acres which in extremely dry periods did not have an adequate supply, will ultimately mean water for almost half a million arid acres.

So much for what had been accomplished and started. The story is far from complete, for along with the building of dams and digging of canals, it includes the growth of industry, the tide of settlement and the increasing prosperity of the whole community. It involves, too, the story of the sugar beet, which perhaps more than any other single factor, has spelled success for irrigation in Alberta.

Palliser's dismal estimate of the "central desert" has long since been disproven. But he would have been right — without the waters of irrigation.

SUGAR BEETS UNDER  
IRRIGATION AVERAGE  
12½ TONS PER ACRE

# *The Impact*



5 TONS OF CANNING  
BEANS PER ACRE UNDER  
IRRIGATION.



DESOLATION

Picture if you will a stretch of comparatively level countryside. The soil is fertile, but the climate is so dry that all efforts to produce crops end in failure. The land is barren of trees. Here and there unpainted farm buildings falling into ruin tell of someone who tried to scrub a honest living from this inhospitable land. The whole scene is one of desolation — because the one thing lacking is sufficient moisture.

Then comes irrigation, and settlers return to the district, busying themselves in preparing their fields for the water. Soon it is flowing through their ditches and into the soil.

The whole scene changes, for crops are now assured. New homes are built, trees are planted and crops seeded. Trails are made into highways. Telephone and power lines are added. A store is built, and soon other stores and businesses follow, with schools, churches, cultural and recreational facilities all serving the needs of the growing population. Industries are established, and so steady progress is maintained, with the new wealth of goods moving to market and new money flowing in.

This is no flight of fancy; it's the record of what has already happened in large sections of Alberta's south. Irrigation has changed what was once the dustbowl of Alberta into the food basket of the west.

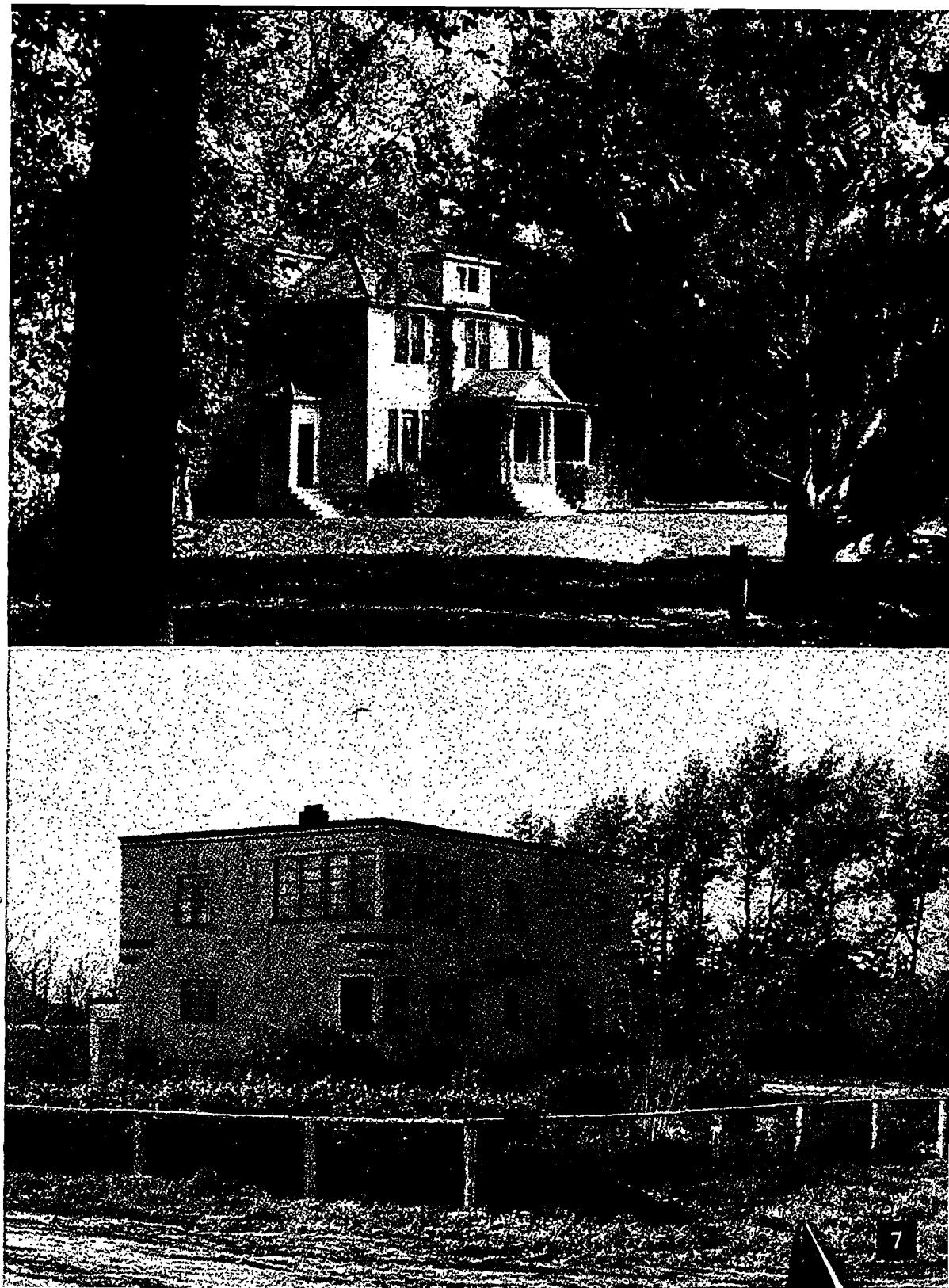
# *of Irrigation*

And now its magic touch is being applied to another 400,000 acres.

One of the chief advantages of irrigation is the accompanying increase in the production of the land. Because of this, more families can earn their living on smaller farms. Referring specifically to the new developments in Southern Alberta, sparsely settled areas now used for grazing cattle will be divided into comparatively small holdings devoted to row crops, cereals, dairying and livestock feeding. As a result the density of population will increase from two or three persons per square mile to more than thirty. Many of the settlers will be just starting. Others will come from submarginal lands where they have existed by means of government aid. All will be self-supporting, and as they establish themselves, they will spend large sums to buy all the things they need. Thus the demand for lumber and building supplies, home equipment and farm machinery, clothing and hundreds of other items will be sharply increased. This obviously means greater prosperity for business and industry far or near until the whole national economy will feel the benefit.

A new era, we say, is beginning for the Province of Alberta. For farmers and industrialists who establish themselves in the hustling communities of the south, a new field of opportunity is waiting.

IRRIGATION



## Mother of Waters

You've seen animated drawings in a motion picture, so let's use this technique applied to a map of Southern Alberta. The background shows little more than a few rivers. Suddenly tiny dams flash into perfect position and behind them blue blobs swell into reservoirs retained by the dams and the irregular banks of the rivers. Lines dart across the map. These are the canals, and as they progress the rich green color, apparent in one corner, spreads gradually across the map. Other features appear in rapid succession. Soon the empty map is transformed into a thriving, well-populated community.

That, ladies and gentlemen, is what is happening right now in the areas centering on the city of Lethbridge. The St. Mary-Milk River Development is changing the map of Southern Alberta.

(1) Construction work on St. Mary Dam. (2) St. Mary Dam from above. (3) A surveyor at the St. Mary Dam site. (4) A main canal structure. (5) St. Mary Dam spillway under construction. (6) Exit diversion tunnel, St. Mary Dam. (7) Main canal gates, St. Mary Dam. (8) St. Mary Dam under construction.

1

2

3

4

5

8

8

Huge St. Mary Dam with the reservoir straggling far into the distance.





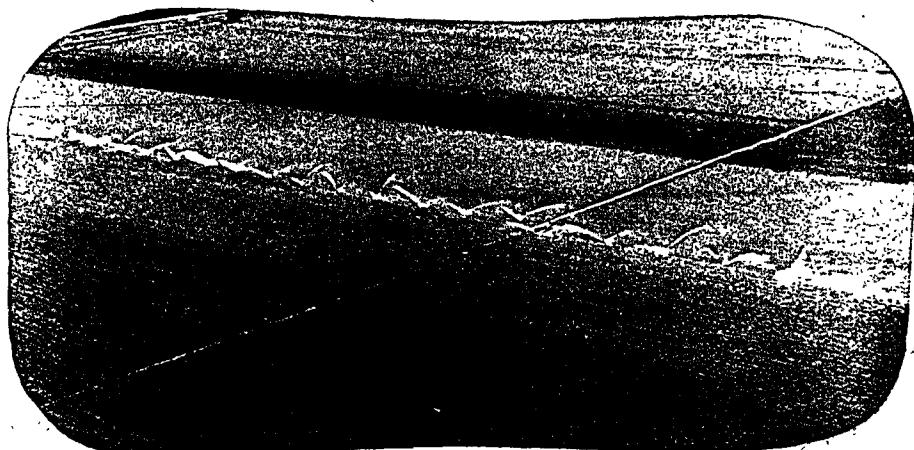
## Story of the S.M.R.D.

Construction of the S M R D was begun in 1946. The present schedule calls for its completion by 1960, with water being spread over approximately 35,000 additional acres each year beginning in 1951

Total cost is now estimated at \$30,000,000

At a glance the project consists of tapping the Waterton, Belly, St. Mary and Milk Rivers and storing much of their waters in a series of ten natural reservoirs. These ten will have a combined storage capacity of 740,000 acre-feet and will be connected by 220 miles of main canals. Another 2,200 miles of smaller canals are required to bring the waters to the individual farms

As we have said, work on construction was begun in 1946. But the agreement by which federal and the provincial governments were to share the costs was signed in 1950. Under this agreement the federal government recognizes the benefits which will accrue to Canada as a whole and, through P.F.R.A., accepts responsibility for the construction of the main dams and the main canals as far as Milk River Ridge reservoir. The Province's share is the digging of main canals beyond this point and the network of distribution canals.

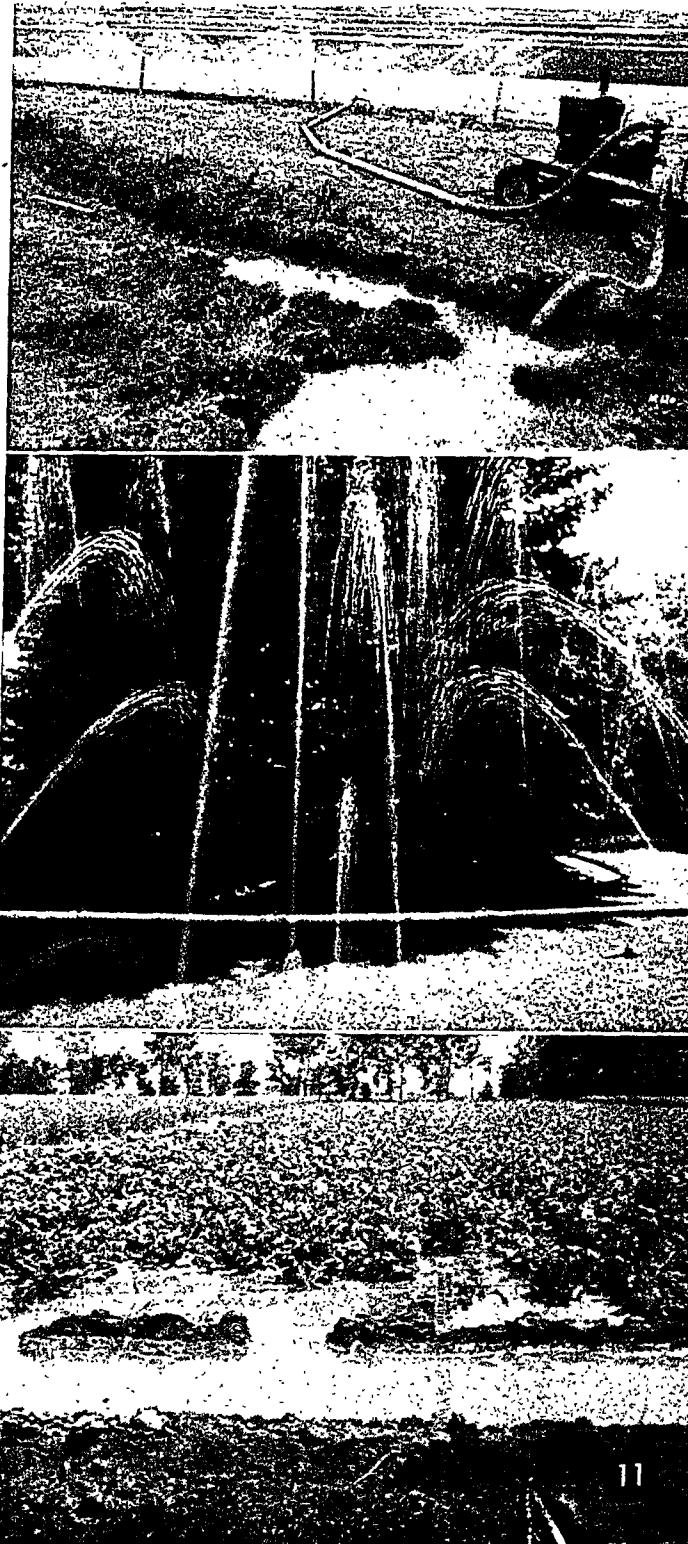
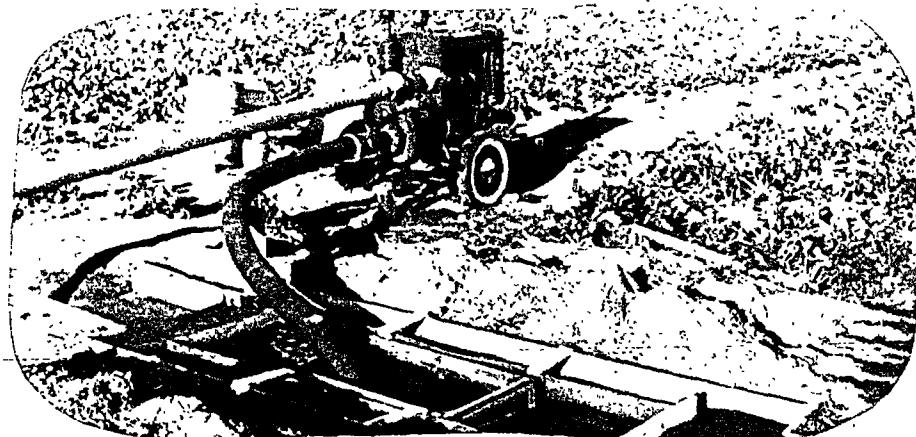


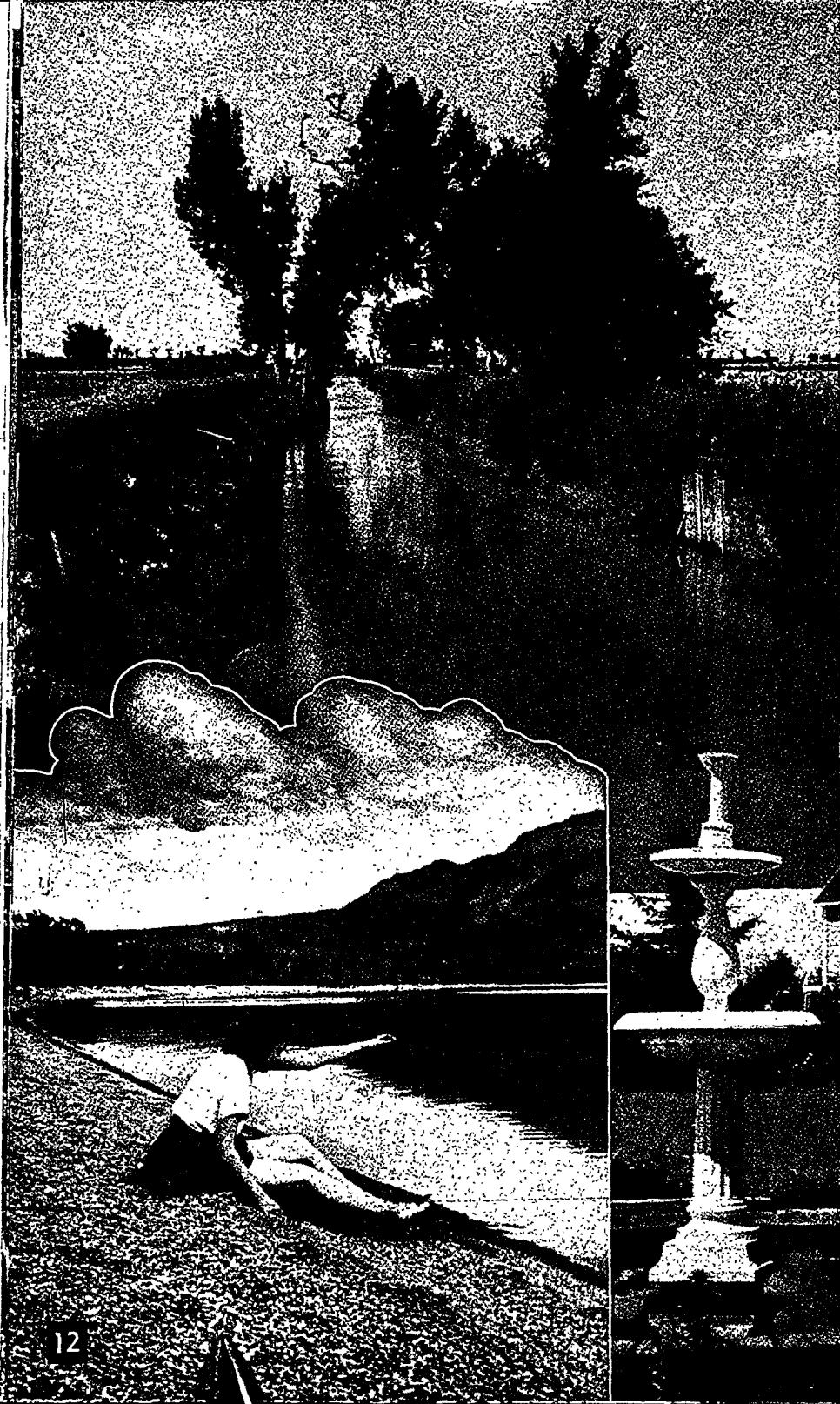
# *Story of the S.M.R.D.*

The federal share is an outright contribution made in the interests of the national economy; that of the Province will be partially recovered from the sale of water rights (capital costs) available at \$10 per irrigated acre. Cost of maintenance and operation of the works will be recovered by water rates (sale of water) levied on the farmers concerned.

That, in broad outline, is the story of the St. Mary-Milk Rivers Development. By it the water supply for 127,000 acres — already under irrigation but receiving till now less water than required — is being increased. And in addition, nearly 400,000 more green acres are being brought into abundant production.

For those who like statistics it may be pointed out that the great dam is 2,536 feet in length, 195 feet in height, with a width of 1,480 feet at the base. Volume of the fill is 4,500,000 cubic yards. The reservoir behind the dam is 17 miles long and six miles at its greatest width. The irrigation tunnel is at an elevation of 90 feet higher than the diversion tunnel, thus providing out of its total capacity live storage of 285,000 acre-feet.





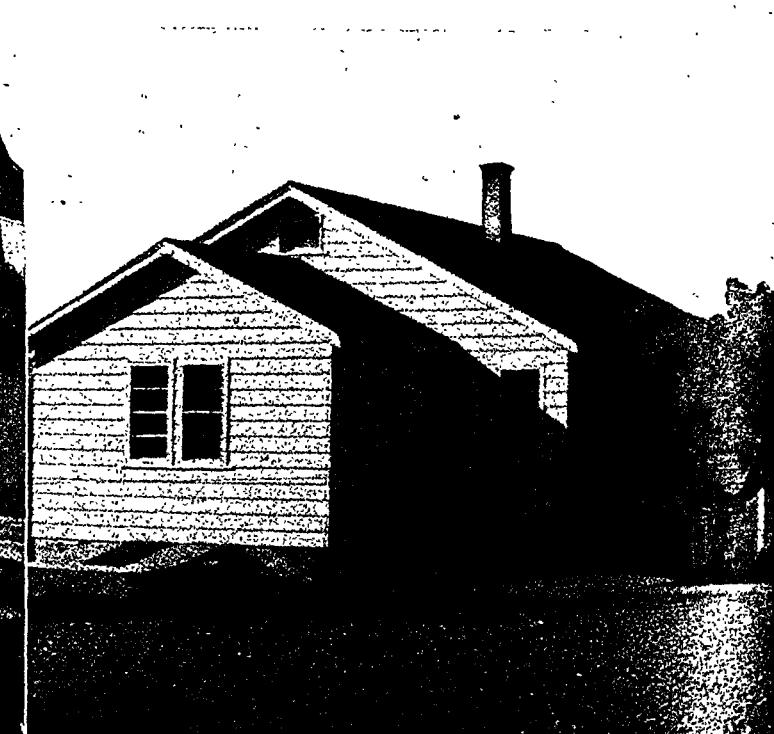
## *The Abundant Life*

What is it like to live on an irrigated farm? We'll try to tell you.

In the first place, your farm will probably be no more than 160 acres — perhaps less. Even on this area you'll need help; and so, if you haven't a couple of growing boys, you'll hire a man or a family. But don't worry about the cost, the increased production made possible by irrigation will more than repay wages for hired help. There'll be plenty of work to do, and because of irrigation you and your hired help will be able to raise more vegetables, grow more grain and fodder and seed crops, fatten more livestock, produce more dairy products, eggs and fruit — all of which will mean a greater income for you and your family.

Maybe you don't know much about irrigated farming. Where do you dig the ditches? And how? What about a sprinkler system? When do you apply water to your fields? What crops bring the highest return? You'll soon learn the answers to these questions. Field service men will teach you; the Experimental Farm will show you; and your neighbor, long experienced in the business, will help you.

You'll work hard (have no doubt of that), especially when you have to water your crops. But you'll learn what to do. All through the long summer, when dry land farmers are worrying about the drought and watching their crops wither, you will be enjoying your work. Your crops will be strong and full — because that's what irrigation water does for them.



After your day's work you will turn toward your house. It will be a fine house: fully-modern, comfortable as you wish. It will be sheltered and beautified by trees and shrubs and flowers. You will enjoy such advantages as electric power and light, and a telephone. Nearby there will be fine schools, churches, perhaps a swimming pool. For the cost of these services is less per family where there are more families to enjoy them. Perhaps you will want a day's fishing or shooting in season; or a picnic in the park or at the beach. Take your choice, for all these things are easily available. And over there, within comfortable walking distance, are your good neighbours. If you wish, you can do many things together.

But, at the moment, you're hungry. Well, there's plenty of eggs and ham, vegetables and milk, strawberries and cream, melons and much more. Most of these, it is true, are available on any type of farm; but food is more abundant and in greater variety where there is irrigation.

And if farm prices fall, you as an irrigation farmer will continue to enjoy a high standard of living. You may not find the sale of your strawberries and your cream so profitable. But you can enjoy them yourselves with virtually no expense and very little effort.

Farm families in the dry areas are not nearly so fortunate.





## You're Welcome

We'll come right to the point. The development of the new irrigated districts as well as further expansion in those already under the ditch depends upon a growing population. Irrigation creates the opportunities, but people taking advantage of them transform them into reality.

This then is your personal invitation. There is land available, and irrigation water bringing the assurance of rich returns. There's a large unsatisfied market for cattle, sheep and swine. There is need for more dairy and poultry products. More vegetables are needed for canning and freezing, more seed crops to supply the existing demand. The market for Alberta sugar continues to expand, and so beet acreages must be increased accordingly.

Yes, Southern Alberta needs more people and, with irrigation, the land can support them comfortably. But they must be the right kind of people, for the success of any irrigation development depends upon the suitability of its settlers. To be quite frank, there is no opportunity here for the incompetent. Some perhaps cannot adapt themselves to irrigation practices. Some have no regard for maintaining the fertility of the soil. Others may be afraid of hard work. The intensive type of farming under irrigation may not have a general appeal.



CARROTS FOR CANNING

YIELD UP TO 20 TONS

PER ACRE.

Irrigation developments offer nothing to such people, for they would be neither happy nor successful.

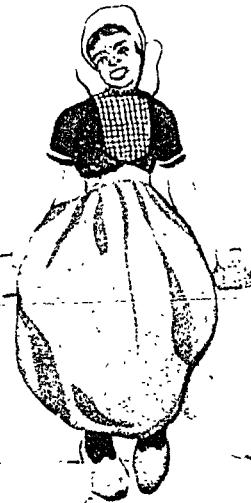
But for those who have proven their ability to work with their heads as well as their hands and see in the waters of irrigation what they are seeking, there is the promise of golden harvests. They are the type of people Southern Alberta needs.

Approximately 4,000 irrigated farms will be available for settlement over the next ten years.

Applications and inquiries are already being received in substantial numbers. Encouragement is being given to veterans and to farmers from the dry areas of Canada who want to make new homes where their old enemy, drought, has been defeated. Applications from persons driven from their homes in the old world are being given careful consideration.

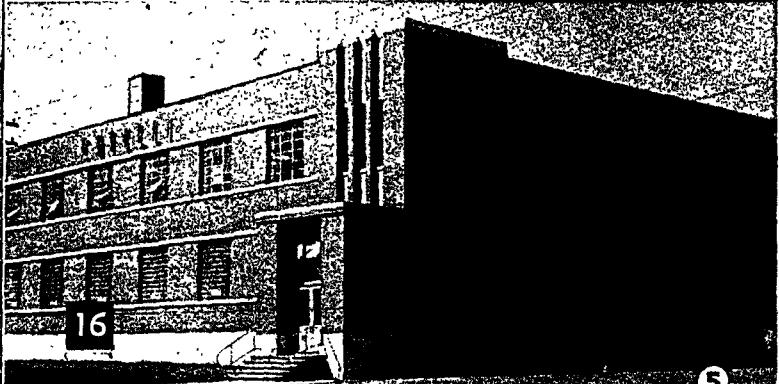
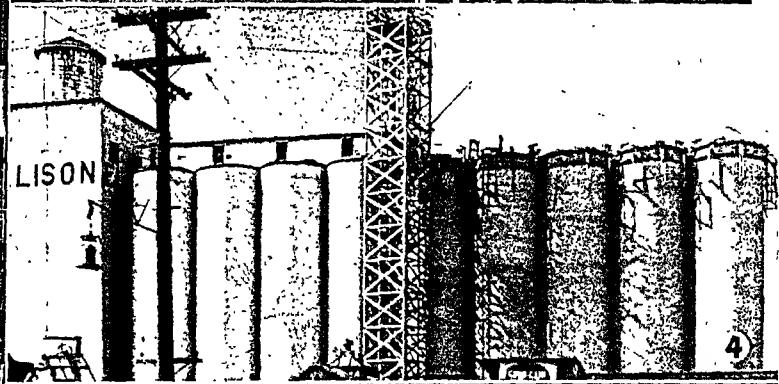
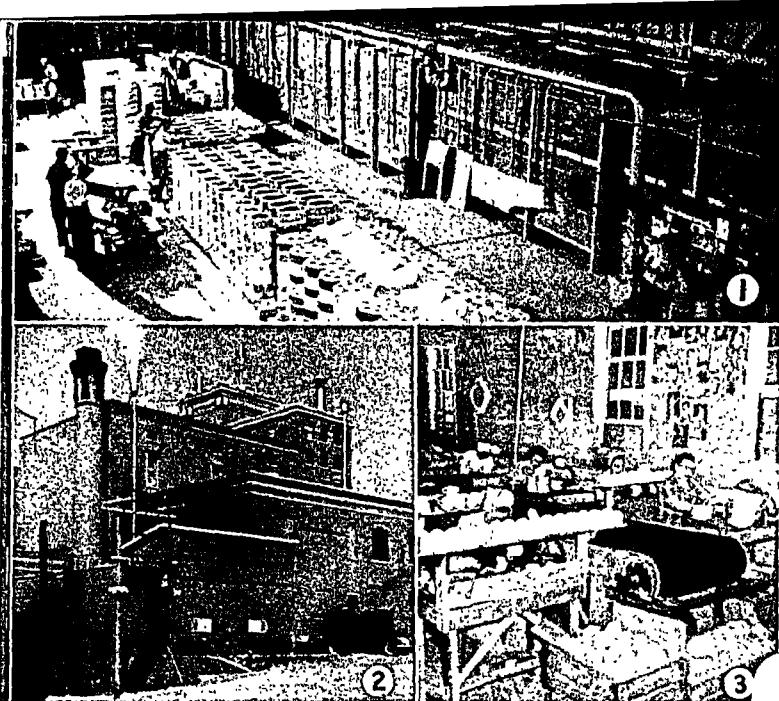
Here is another thought: Where it is not always possible to become the owner of an irrigated farm at once, there is employment to be found in the district, and by learning through experience many will be preparing themselves for the time when they will be owners and employers in their own right.

Do you like the picture? Are you convinced you will fit into it? If so, you are one of those for whom Southern Alberta is looking. A warm western welcome awaits you.



Velkommen

A large circular graphic with a dark background. The word "Velkommen" is written in a bold, sans-serif font in the center.



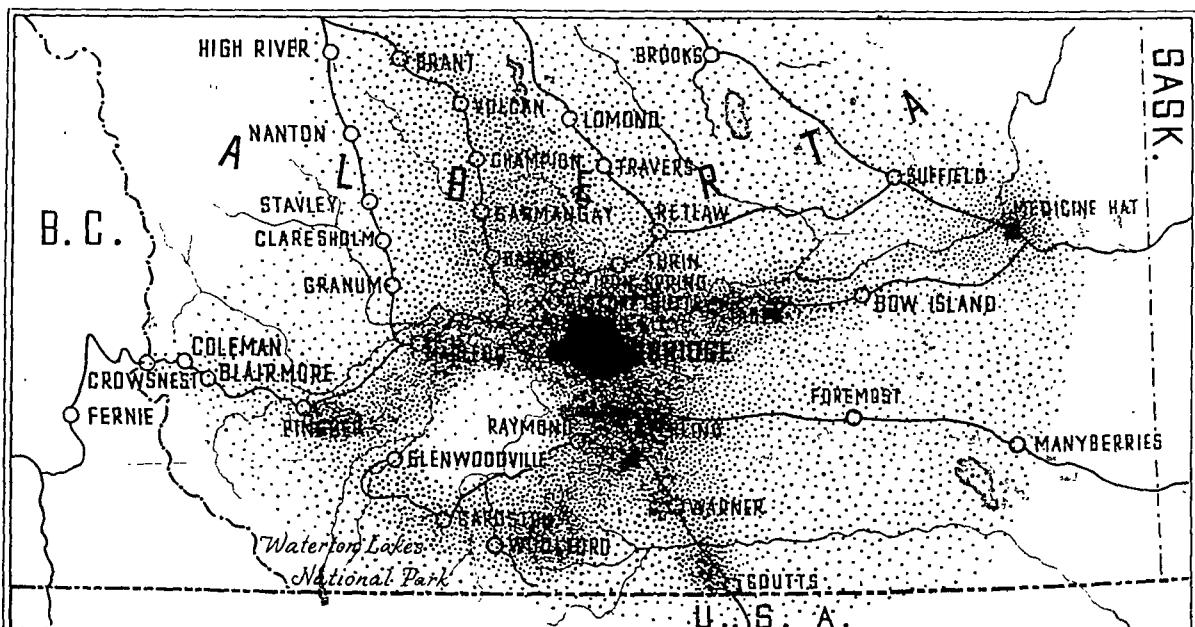
(1) and (3) Medalta Potteries, Medicine Hat. (2) Sicks, Lethbridge, Brewery. (4) Ellison Milling and Elevator Co., Lethbridge. (5) Catelli's, Lethbridge. (6) Map showing population density brought by irrigation.

## Invitation To Industry

You will agree with us that the developments now taking place in irrigation mean greatly increased demands for building-supplies, farm implements and the thousands of items that go into everyday living. These demands will total large sums year after year, the money coming from the new wealth produced within the new districts. There will be a rich, expanding, continuing market for business and industry.

Many manufacturers, already established in the area, will continue to expand their plants and operations. Others, realizing the opportunities created by current expansion, will be quick to grasp them. All will take advantage of raw materials, cheap power, ample labor supply and easy transport which makes Southern Alberta their logical choice. All the pieces are there, fitting together to make the complete picture. So manufacturers are arranging their affairs to render better service to old and new customers at point blank range.

But there is another approach which industrialists will be quick to recognize. Not so much to those who want to bring their products closer to an expanding market, this appeal is to industry that can utilize local production to fill the existing demand in the outside market. It's a rich market, and all the advantages listed above apply to the situation with equal or even greater force.



POTATOES YIELD UP TO  
12 TONS PER ACRE  
UNDER IRRIGATION.

Just to get started, consider the canning industry for a moment. There are four important canneries in Alberta's irrigation districts at the present time. They produce choicest quality canned peas, beans, corn, carrots and beets. Their canned pumpkin is sold across Canada and in many cities of America. But the canning industry is only well begun, for the market is far from satisfied.

Of tomatoes — experiments are now being completed in the production of a field strain which will compete in quality and yield with the finest available. This will mean a tremendous impetus to our canning industry because tomatoes are a basic commodity for many canned products.

It may not be generally known that the quick-freeze plant in Lethbridge now produces over twenty per cent of all quick-frozen vegetables marketed in Canada. This in itself is a tribute to the advantages of irrigation — and points the way to bigger things.

The yield of cucumbers under irrigation averages four or five tons per acre; onions grow equally well; choice cauliflower are raised in quantity. A pickling industry has been started, but here again are ingredients for its multiple expansion.

Is it not true that for all these products a great future is assured?

Alberta's three sugar factories fill the needs of western Canada for the moment. But what about the meat packing industry? Right over there are some of the world's finest ranches, with sheep and cattle on a thousand hills. Here are the feedlots on which livestock are fattened to perfection. And yet in all Alberta, south of Calgary, there is not a single packing plant. The animals must be shipped north or south — on the hoof!

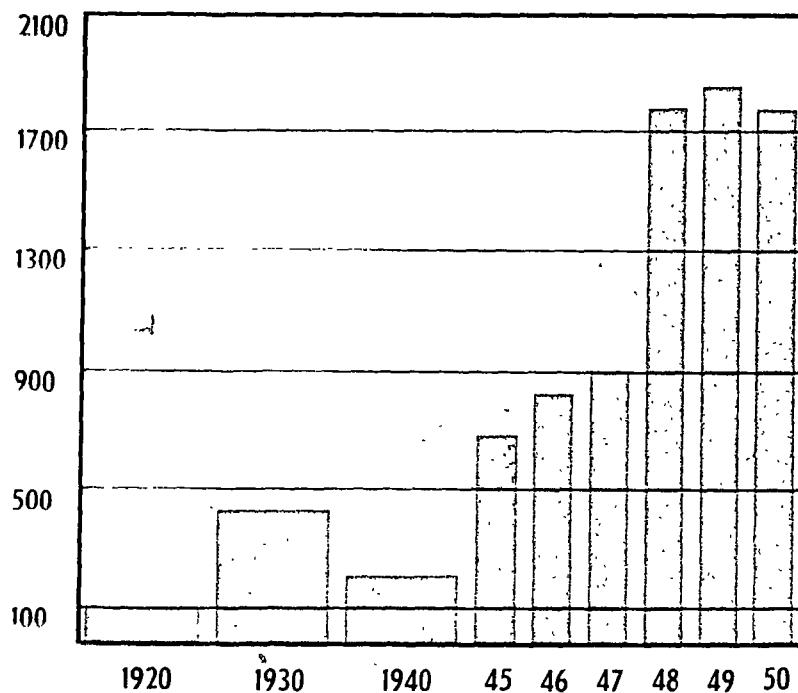
This brings us to equally splendid possibilities for a tannery right where the hides are produced. And a woollen mill to process the raw wool where it grows the finest. Establishment of new garment factories is just as logical. There is also a pressing need for plants to process livestock feeds using as a basic ingredient the alfalfa which grows so naturally under irrigation.

What about milk condenseries and creameries, cheese factories, poultry and egg processing stations? Most of these are represented, it is true, but they are "naturals" for any district with irrigation — and the possibilities for their expansion are almost unlimited.

Finally, we shall mention new industries about which the layman knows little. We refer to the 2,000,000,000 tons of coal in the Lethbridge area alone, and to reserves of natural gas that stagger the imagination. Apart from their virtues for fuel and power, these are basic raw materials for a host of products. From plastics to perfumes, nylon to nitrogen.

In point of time, some of the industrial opportunities to which we are referring will expand as progress is made over the next few years. But most of them are waiting right now. Southern Alberta needs new industries. To win them she offers all the factors that industrialists are seeking. The invitation is pressing. The prize is rich indeed.

These statements, gentlemen, will bear any amount of examination and if you require information we invite you to write to the Alberta Industrial Development Board at Edmonton or the Industrial Commission at Lethbridge.

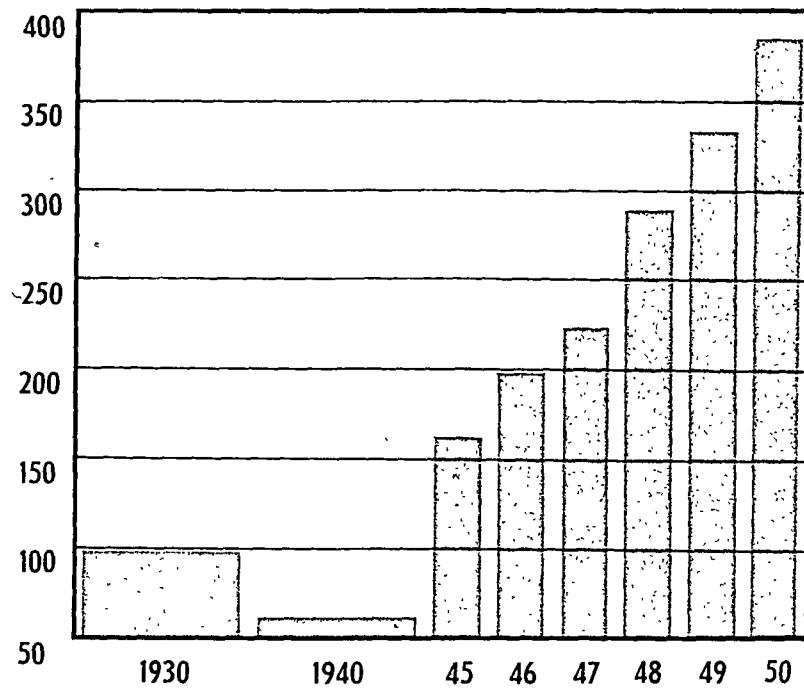


## CHEQUES CASHED PERCENTAGE INCREASE

The high level of business, and the percentage increase in cheques cashed in clearing houses, as indicated, is largely attributable to the healthy economy and the prosperity of the surrounding district.

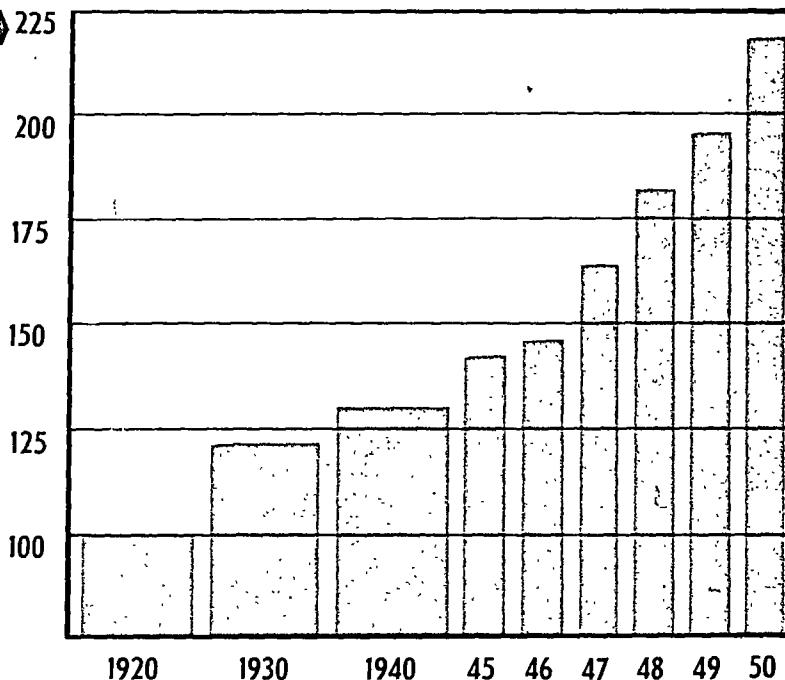
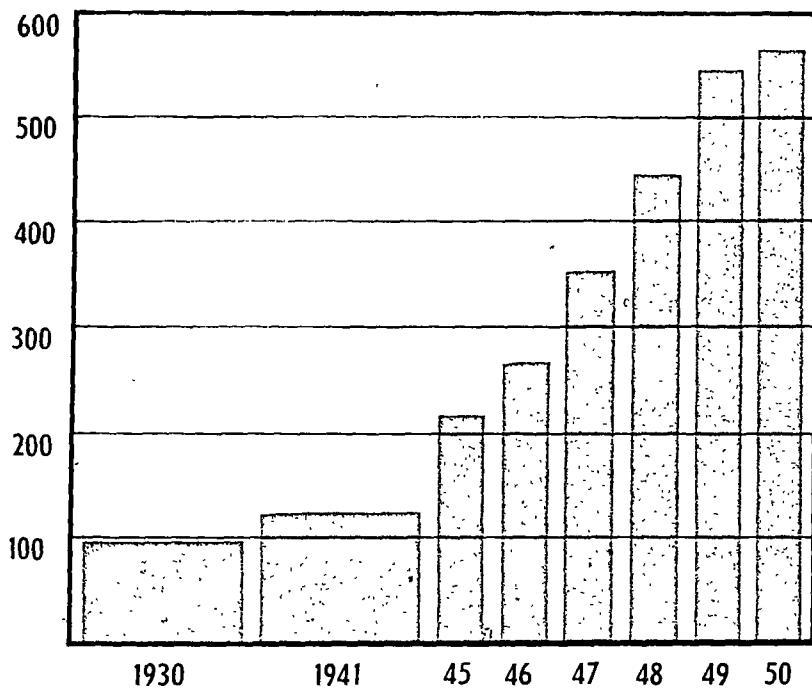
## CONSTRUCTION PERCENTAGE INCREASE

The sound economy and unrivalled promise of Southern Alberta has created the confidence that has caused its expansion. More people want to make it their home. More houses are being built, more and bigger hospitals, larger office buildings, more stores . . . in fact more buildings of every kind.



## POPULATION PERCENTAGE INCREASE

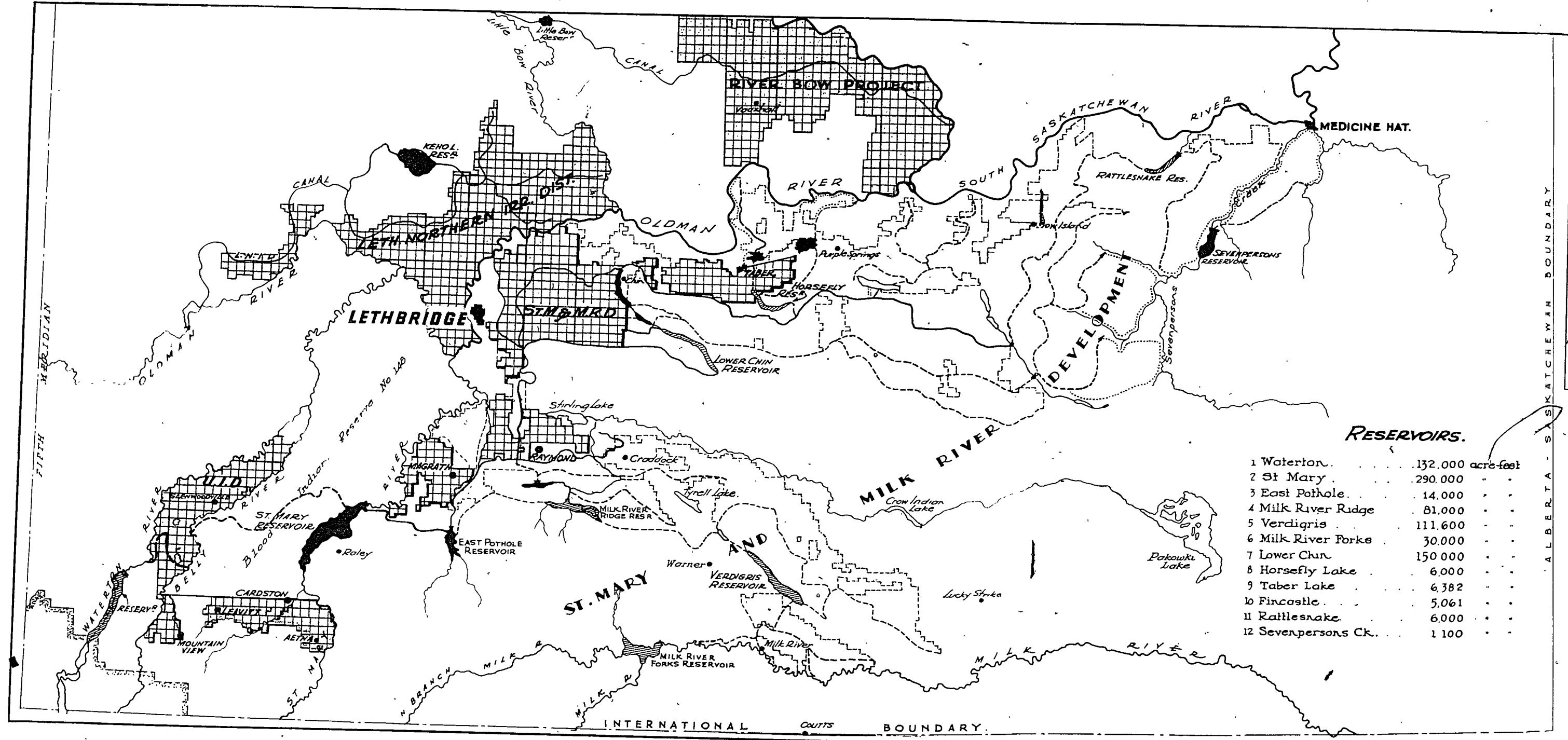
More and more people want to live in this delightful area with such a great future. The percentage increase shown gives no indication of slackening.

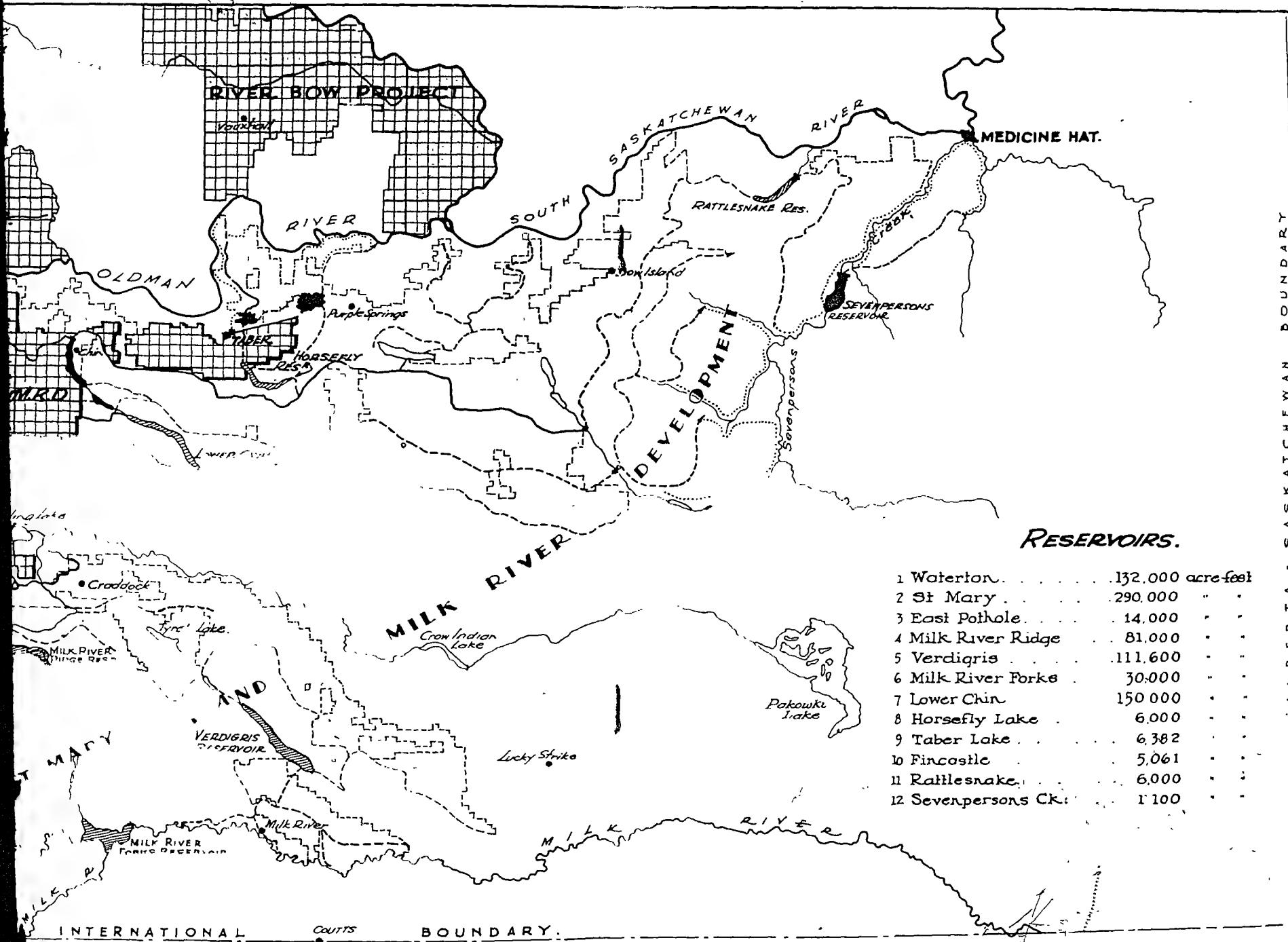


## RETAIL SALES PERCENTAGE INCREASE

The percentage increase shown is nothing short of phenomenal.

The statistics shown on these two pages are for a community in Southern Alberta whose progress is typical of that area.





PROVINCE OF ALBERTA  
MAP SHOWING  
ST MARY AND MILK RIVERS DEVELOPT.  
AND ADJACENT IRRIGATION DISTRICTS.

Scale 5 0 5 10 Miles

\* Legend \*

### Irrigable Areas - Existing.

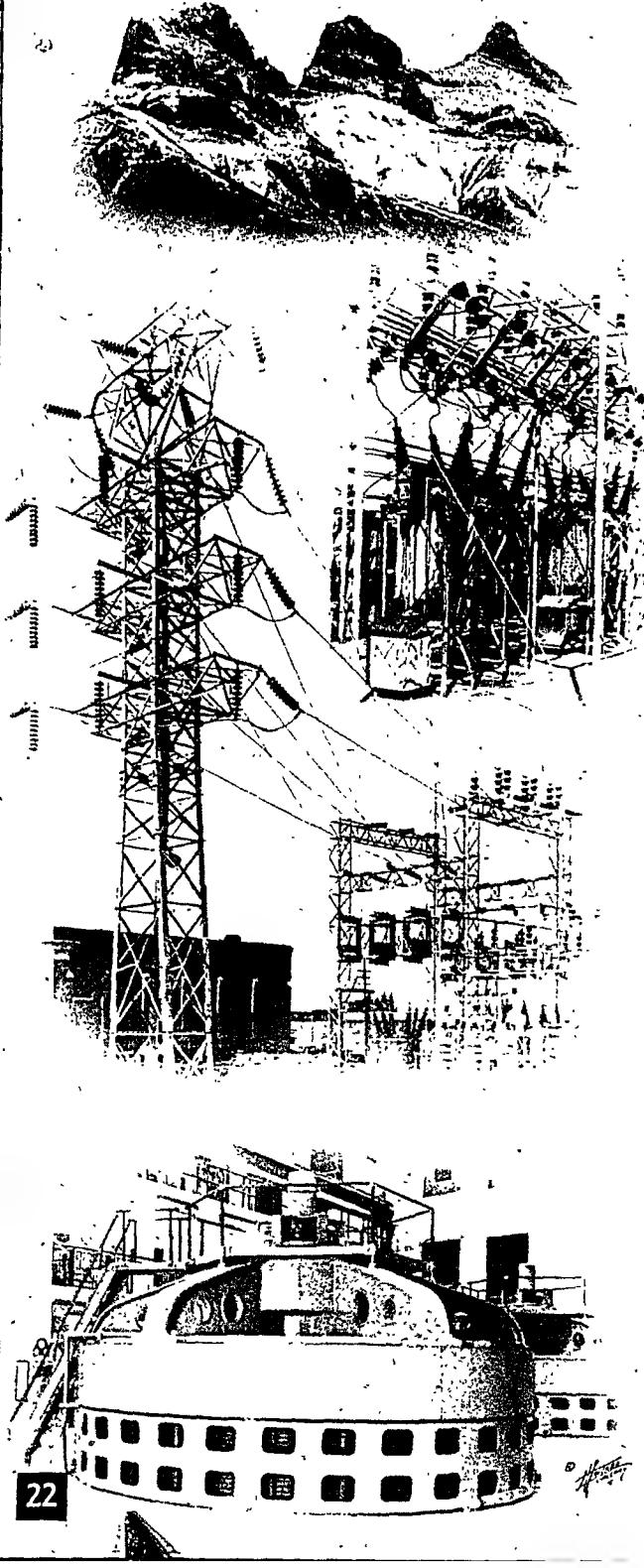
Proposed.

### Diversion Canals - Existing

Proposed \_\_\_\_\_

### Reservoirs - Existing

Existing   
Proposed 



## *Attractions for Industry*

If you industrialists are looking for raw materials, power, labor, plant sites, adequate transportation and markets — the irrigated districts of Alberta have them all.

Take power, for example. Whether you prefer coal, natural gas or electricity, the picture is equally bright. In the Lethbridge district coal reserves are estimated at two billion tons. Mines are highly mechanized; labor-management relations notably harmonious. Southern Alberta mines yield in excess of three million tons of coal per year, which is about 35 per cent of the Province's total production.

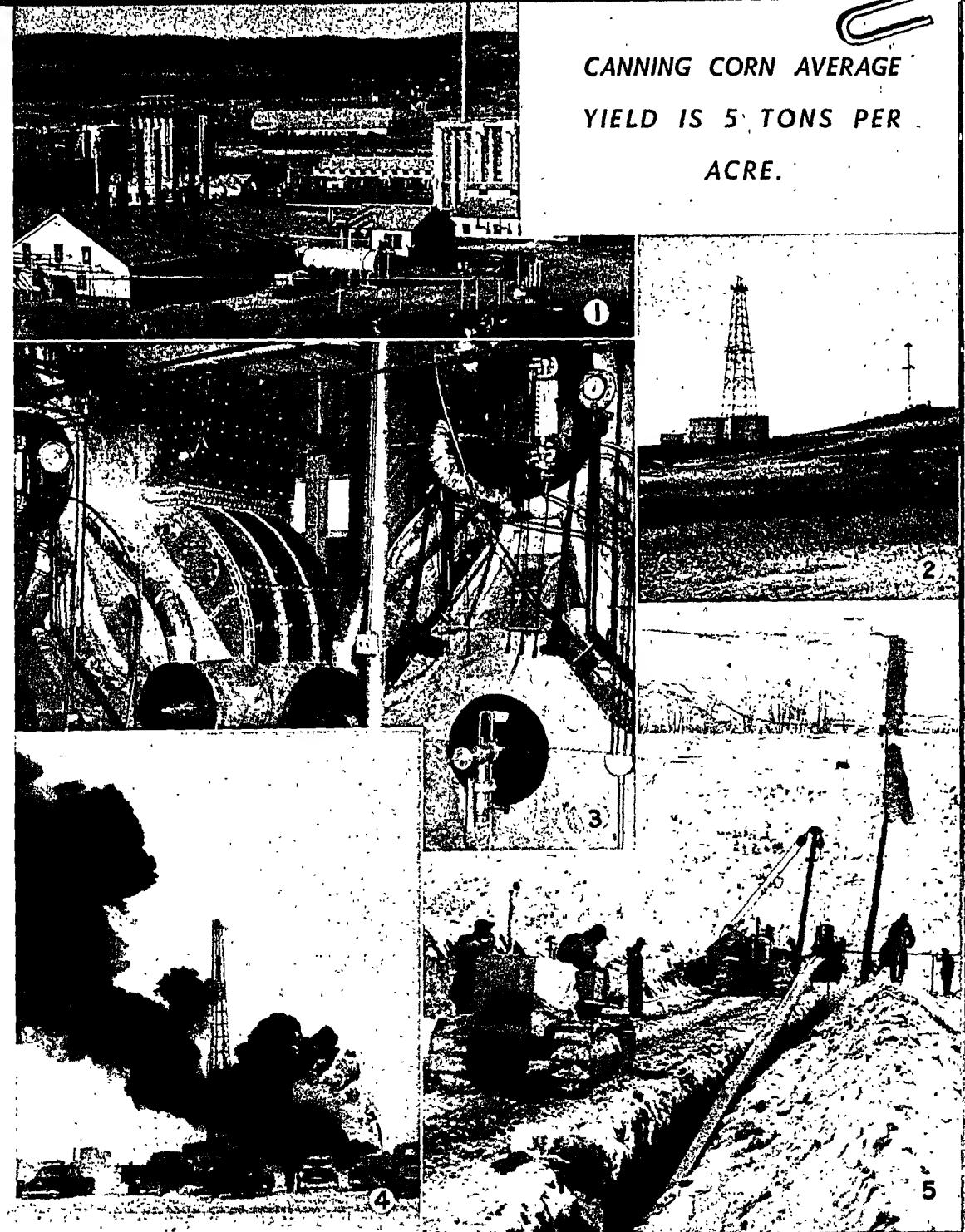
Alberta is widely known for its oil development. In several sections of the south, as in the more northerly regions, oil vies with farm crops for attention. At Taber, oil production figures start at 150,000 barrels per year. A similar amount comes from the Conrad field farther south. Oil has been discovered at Barons, twenty miles north of Lethbridge. The Del Bonita field, on the Alberta-Montana border, is promising, while exploration continues east of New Dayton and in the Vulcan area.

CANNING CORN AVERAGE  
YIELD IS 5 TONS PER  
ACRE.

South of Pincher Creek the Gulf-Marr well has a potential of 3,500 barrels of distillate and, what is even more astonishing, 83,000,000 cubic feet of gas per day. This field, among the richest in the world, may mean an important gas processing plant for the area, and certainly assures a vast source of fuel for home and industry. Think what this means to both: no stoking or ash problem, a clean, extremely cheap fuel awaiting the turn of a tap.

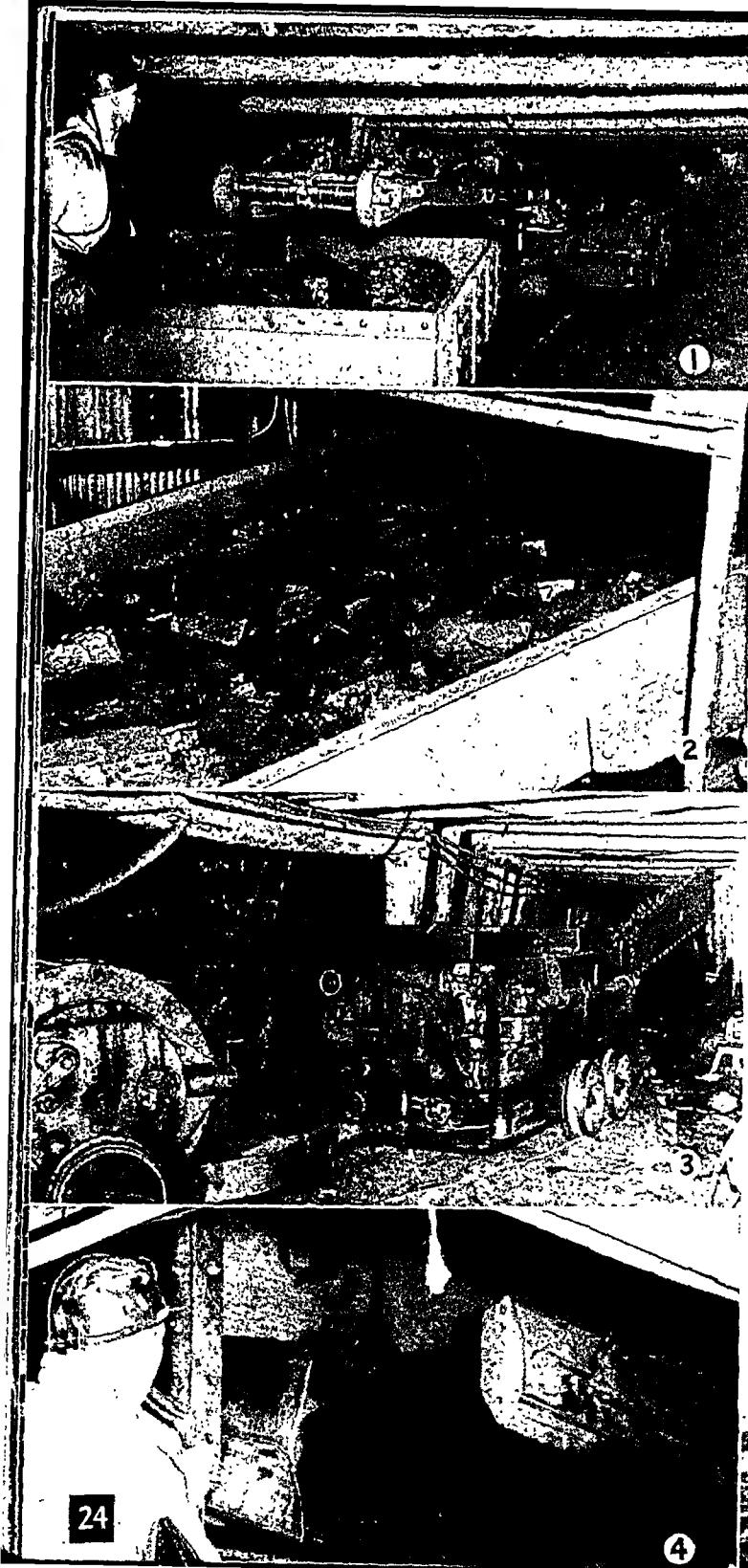
Then there's the Medicine Hat gas field. Though perhaps not so spectacular, this field has been producing for more than sixty years. Throughout the whole region you take your choice of coal, oil, natural gas or propane. This is just one more advantage enjoyed by industry in Alberta.

For electricity, many centres of the south have their own steam-powered plants. Hydro-electric energy is generated at power sites on the Bow River west of Calgary and the entire countryside is served with this important utility. In addition, the St. Mary-Milk Rivers project includes three hydro power developments with a total rating of 12,500 kilowatts.



(1) Scrubbers for processing natural gas used in Southern Alberta. (2) Gas wells. (3) Utilization of natural gas in Southern Alberta industry. (4) Barons No. 1 oil well blowing in. (5) Natural gas pipe line construction, Jumping Pound field.

ALBERTA HAS 12%  
OF THE WORLD'S  
KNOWN COAL RESOURCES



- (1) Delivery end of mechanical loader.
- (2) Screening of coal on tipple.
- (3) Universal coal cutting machine underground in Lethbridge mine.
- (4) Conveyor belt underground in Lethbridge Collieries.
- (5) Galt Mine.

But there's another attraction for industry meriting close attention. That's the climate of the south. In southern Alberta the records show most hours of sunshine in the Dominion. The summers are dry, naturally, and the winters are characterized by invigorating cold snaps broken by chinooks — a westerly wind that brings sub-zero temperatures above freezing in the space of a few hours. Long, dry, sunny summers, with an average temperature of 58 degrees, crisp winters that never grow tedious — and in between, the color of springtime and the golden days of autumn. These are the seasons year after year in this favored region

Add climate to Southern Alberta's list of attractions for greater industry

# Transportation

Southern Alberta is well served with all methods of transportation. Look at a map and you will see railways radiating in many directions. From the main line of the Canadian Pacific Railway at Medicine Hat a secondary main line runs through Lethbridge, on through the Crows Nest Pass, the Kootenay country with its fruitlands, minerals and timber and on to the Pacific terminus at Vancouver.

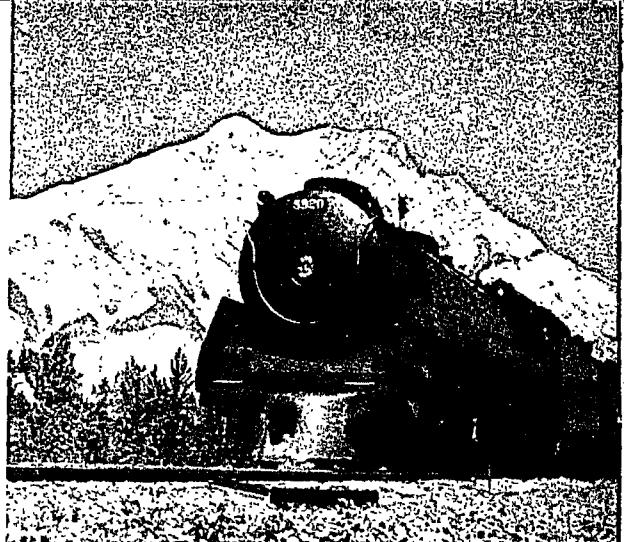
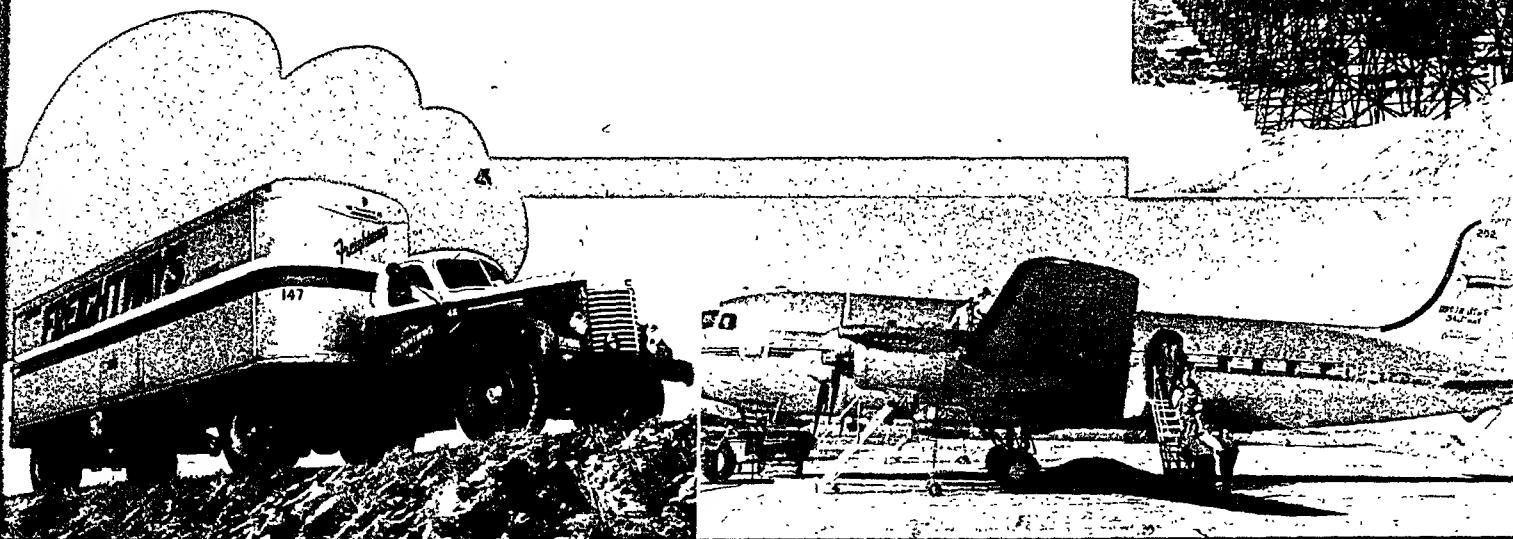
Branch lines of the Canadian Pacific Railway make Lethbridge a railway centre of considerable importance. They run to Medicine Hat, to Crowsnest, to Calgary via Macleod and to Calgary via Aldersyde, to Cardston and Glenwood, to Coutts on the Montana border, to Foremost and on through Weyburn, Saskatchewan, to Winnipeg by a southern route, and finally through the Lethbridge Northern Irrigation District to Turin.

Main highways, many of them hard surfaced, run closely parallel to all these railways. On these you will find sleek busses as well as gigantic trucks serving the people's need for transportation of person or property.

Southern Alberta is fortunate, too, in regard to air travel and transport. Just south of Lethbridge is Kenyon Field, one of the finest airports in the Dominion. Canada's leading air service, Trans-Canada Airlines serves Southern Alberta through Kenyon Field with many flights daily which bring residents of the area within a few hours of any city in Canada, Britain or Europe. Two daily flights are operated by Western Airlines, bringing the cities of Western United States within easy reach of Southern Alberta. An active flying club is also maintained at Kenyon Field from which many farmers and ranchers operate their own aircraft.

Think for a moment of the tremendous quantities of farm produce which must be shipped to market and the vast quantities of merchandise that people with purchasing power continually demand. Remember, too, that in the irrigated areas you find, not a sparsely populated countryside, but something almost in the nature of a suburban development. That means an unusual need for freight and passenger service and especially, as more green acres are settled.

However, the transportation agencies are adequate, and cover the land by air, rail and highway. All are highly developed. Home and industry are well served by one or the other.



# King Sugar Beet

The sugar beet is the most important single specialty crop grown in Alberta's irrigated areas. Many farmers owe their success to these "sweet roots", and not to be too modest, beets are largely responsible for the stabilization of irrigated farming.

Back in 1925, there were 582 growers who harvested just under 5,400 acres of beets. That was a start. In 1950 growers numbered 1,550 with a total of 36,172 acres.

Twenty-five years ago the gross return to the growers was approximately \$250,000, while in 1950 they were paid almost \$7,000,000 for their efforts. That means average returns per grower have increased over tenfold during the period—an increase due not only to higher prices, but also to higher yields, greater purity and improved methods in the factories.

As a rough guide, one green acre produces ten to fourteen tons of sugar beets which brings as much as \$14 to \$15 per ton. A gross of from \$140 to \$210 per acre!

Naturally, the expenses are high. These include cost of commercial fertilizers as well as water, levelling and ditching and intensive cultivation, harvesting operations and haulage to one of Alberta's three sugar factories, operated by Canadian Sugar Factories Limited.

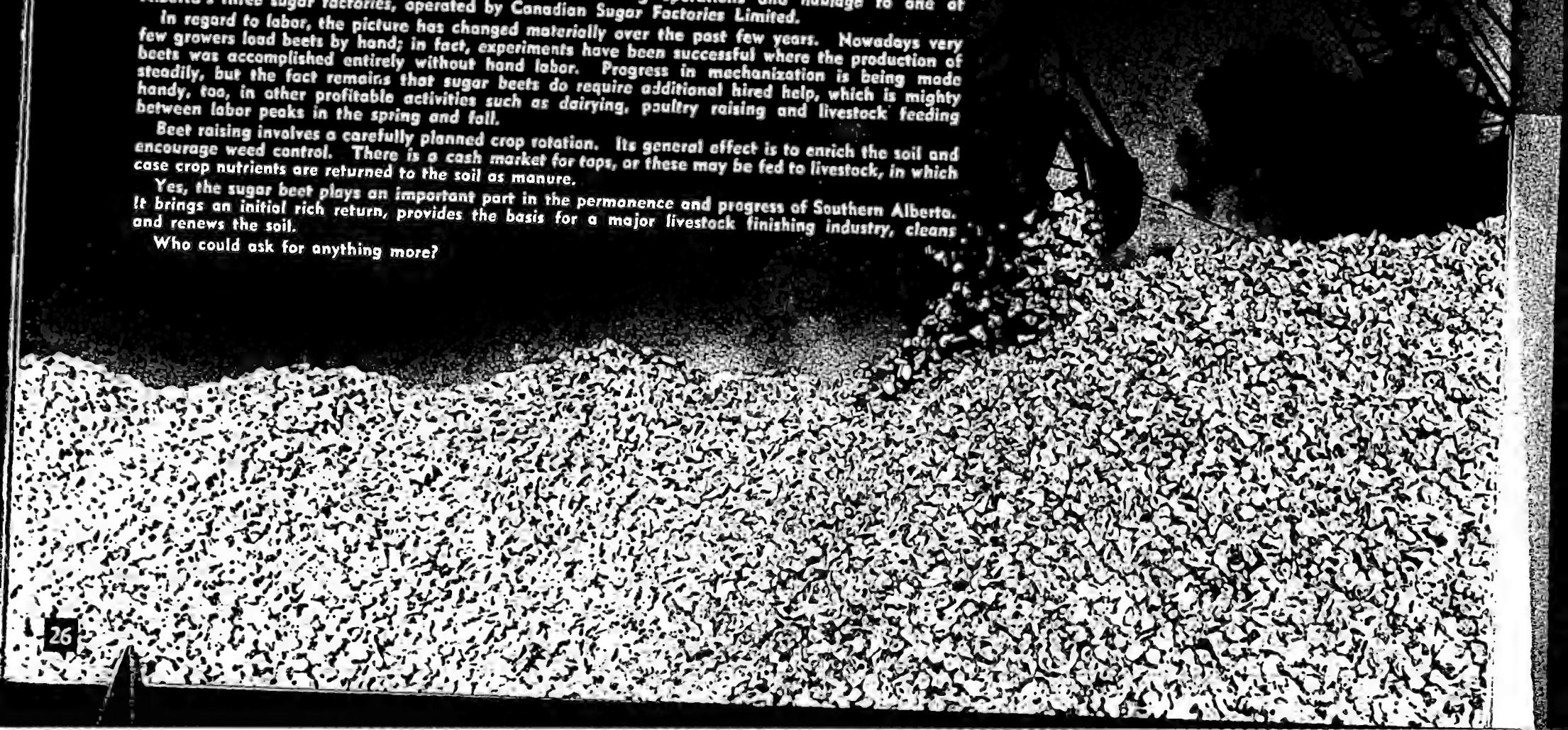
In regard to labor, the picture has changed materially over the past few years. Nowadays very few growers load beets by hand; in fact, experiments have been successful where the production of beets was accomplished entirely without hand labor. Progress in mechanization is being made steadily, but the fact remains that sugar beets do require additional hired help, which is mighty handy, too, in other profitable activities such as dairying, poultry raising and livestock feeding between labor peaks in the spring and fall.

Beet raising involves a carefully planned crop rotation. Its general effect is to enrich the soil and encourage weed control. There is a cash market for tops, or these may be fed to livestock, in which case crop nutrients are returned to the soil as manure.

Yes, the sugar beet plays an important part in the permanence and progress of Southern Alberta. It brings an initial rich return, provides the basis for a major livestock finishing industry, cleans

Who could ask for anything more?

INDUSTRIAL BROWNHOLM





## *From Plant To Product*

Sugar is a combination of carbon, hydrogen and oxygen. Chemists call it sucrose, and whether it comes from cane or sugar beets the composition is exactly the same. Man cannot make sugar. All he can do is grow plants in which it is stored, and then extract it from these plants for his use. Plants make it out of the soil, the pure air, sunshine and water - all of which are available in just the right combination in Southern Alberta.

Less than twenty per cent of the sugar used in Canada today comes from beets.

Because of the importance of sugar beets to the western economy and for general information, it might be well to trace briefly the processes by which Alberta beet sugar (99.9 per cent sucrose) is made ready for use. The raw material is the beet, three to eight inches across the crown and from eight to fifteen inches long, charged with all the goodness that nature intended. The finished product is gleaming crystals, white, sweet and pure as any refined sugar in the world. And in between is the skill and care used in Alberta's modern factories to bring out the best in their product.

Brought to the factory by railway car or truck the beets are stock-piled for the campaign. In the factory they are first washed in huge tanks until they are spotlessly clean. Then after being weighed they are shredded by razor-sharp knives.

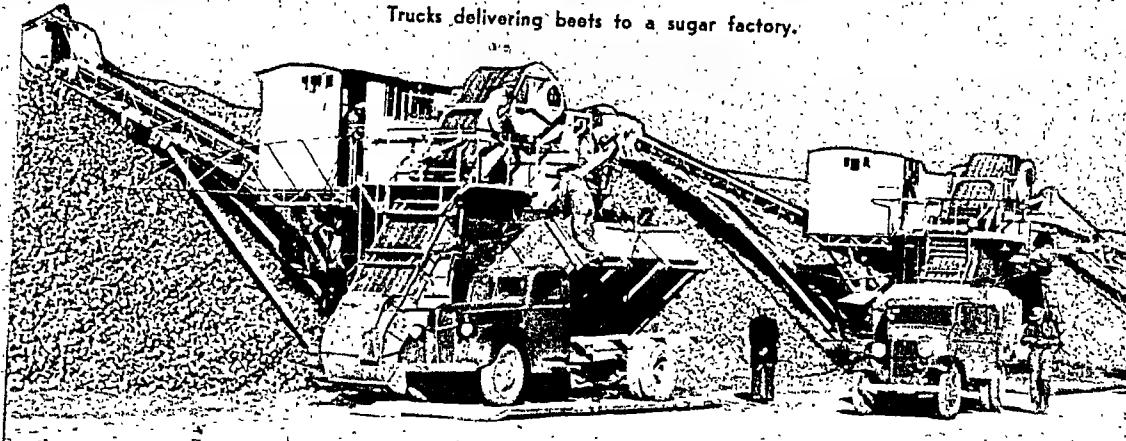
The cossettes, as they are called now, go to diffusion tanks where hot water and pressure combine to extract the sugar from them in principle much the same as steeping tea. There are two products now: the pulp which makes excellent cattle feed, and the diffusion juice. The pulp goes to another section of the factory, and the juice goes to the carbonators. Here the latter is purified with carbonate of lime, CO<sub>2</sub>, and sulphur which, in turn, are filtered out until there is not the slightest particle of impurity left.

Evaporation (much as boiling water in a kettle) is the next stage. At first under pressure and then under vacuum, the syrup grows thicker and thicker until finally crystals like wee diamonds begin to form in the liquor.

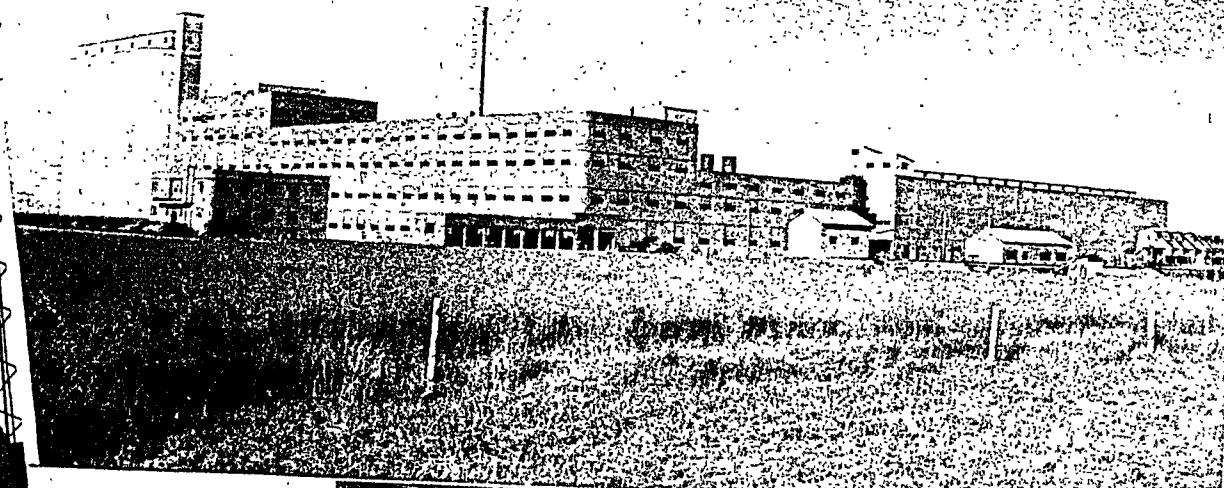
But there is still a lot of syrup to be eliminated. This is done in large centrifugal drums where brass screens literally whirl off the unwanted molasses. After washing, the crystals are dried and ground to the desired size. The sugar is now ready for storage or packaging.

The entire process takes not more than twenty-eight hours.

Trucks delivering beets to a sugar factory.



Beets washed for processing.

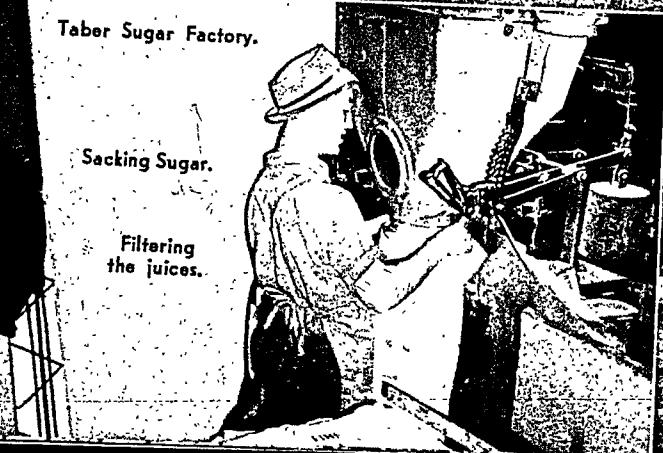


Stacking sugar at the factory for storage.

Taber Sugar Factory.

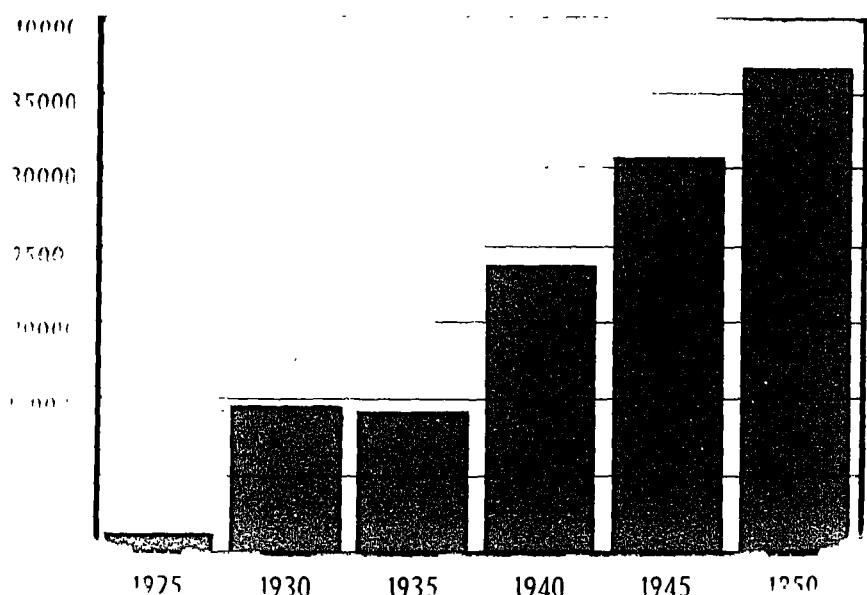
Sacking Sugar.

Filtering  
the juices.



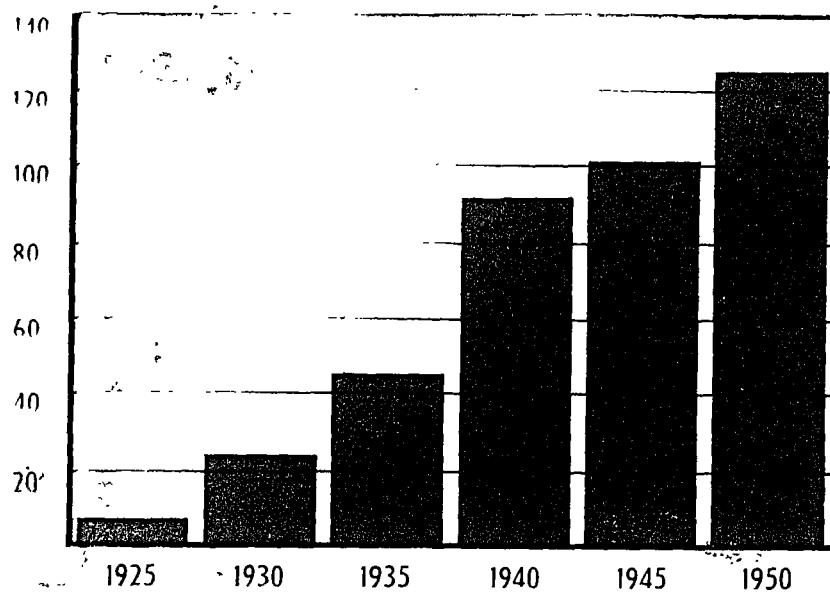
## Sugar Beets Planted

(in acres)



## Sugar Produced

(millions of lbs)



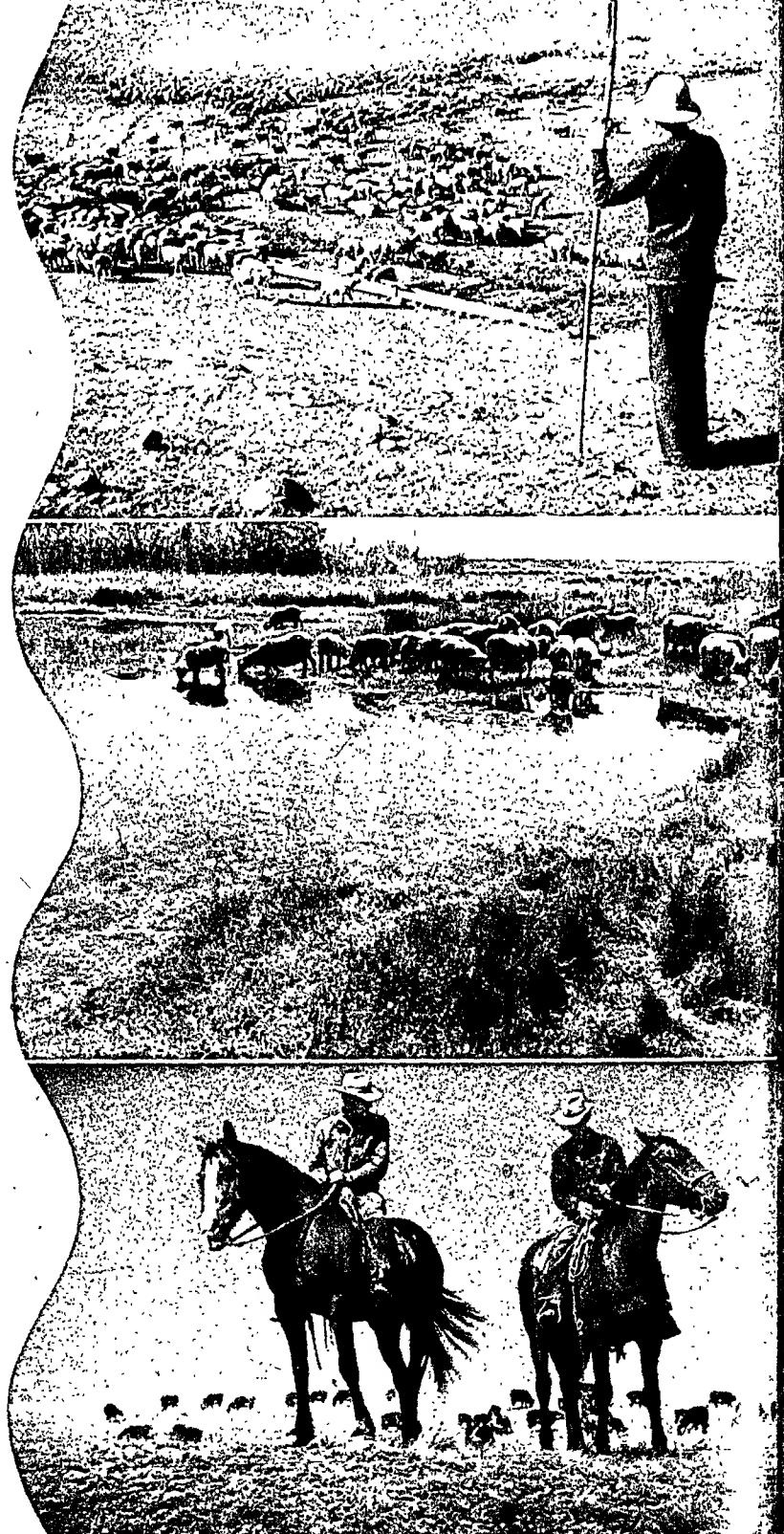
## Homes On The Range

To many people Alberta will always be associated with ranching and all the romance that the word implies. Corrals, snug ranch houses, boots and saddles, chuck wagons and sun-tanned riders. Vast herds of cattle; numberless sheep. The round-up and the stampede. These are a part of the Alberta scene.

There are still millions of acres in Southern Alberta's rolling foothills and in the short grass plains south and east of Lethbridge which cannot be irrigated and will always be ranching country. Cattle and sheep alone can make these non-irrigable lands profitable. There will always be ranches in Southern Alberta; ranches varying in size from a few hundred acres to many thousands of acres — where grass and drinking water are all the rancher needs.

But what has this to do with irrigation? There is a very definite relationship. As to other phases of the economy, irrigation brings greater stability to the ranching industry. Irrigation is an assurance of feed supplies — hay, grain, sugar beet and canning crop by-products — for the rancher. If the range is dry he knows there is an abundance of feed nearby and that he can, if need be, move some of his herds and flocks to the irrigated areas for winter feeding. The finest market for his feeder and stocker steers and for his feeder lambs is the feedlot operator in the irrigation projects within easy trailing distance of his ranch.

It takes forty acres of range for each head of beef, but one acre under irrigation can produce more than enough fodder for the same purpose. That's why irrigation is so important to ranching. They go together. As long as lush crops of alfalfa, clover, and other fodder crops flourish under the ditch they will continue to supplement the native grasses on the ranges of the Alberta plains and foothills. And as a result Alberta will continue to be noted for the numbers and the quality of its livestock — and such colorful attractions as cow ponies, branding and twirling lariats.





# Livestock Finishing

The peoples of the world need meat. Because of its ranches and its irrigated farms Southern Alberta is in a position to help satisfy that need, and so we find livestock finishing is a major industry throughout the entire region. Already one of the most important livestock centres in Canada, this region looks forward to greater expansion in the field with the extension of irrigation.

Following up what was just said about ranching, let's put it this way: Alberta's vast ranches need a market for unfinished stock. It is found on the irrigated farms where surplus feeds, together with by-products from the sugar factories and canneries promote rapid gains and smooth quality. Livestock finishing provides the farmer with a highly profitable venture in otherwise slack periods. Furthermore, it helps make his land more productive by returning manure to the soil.

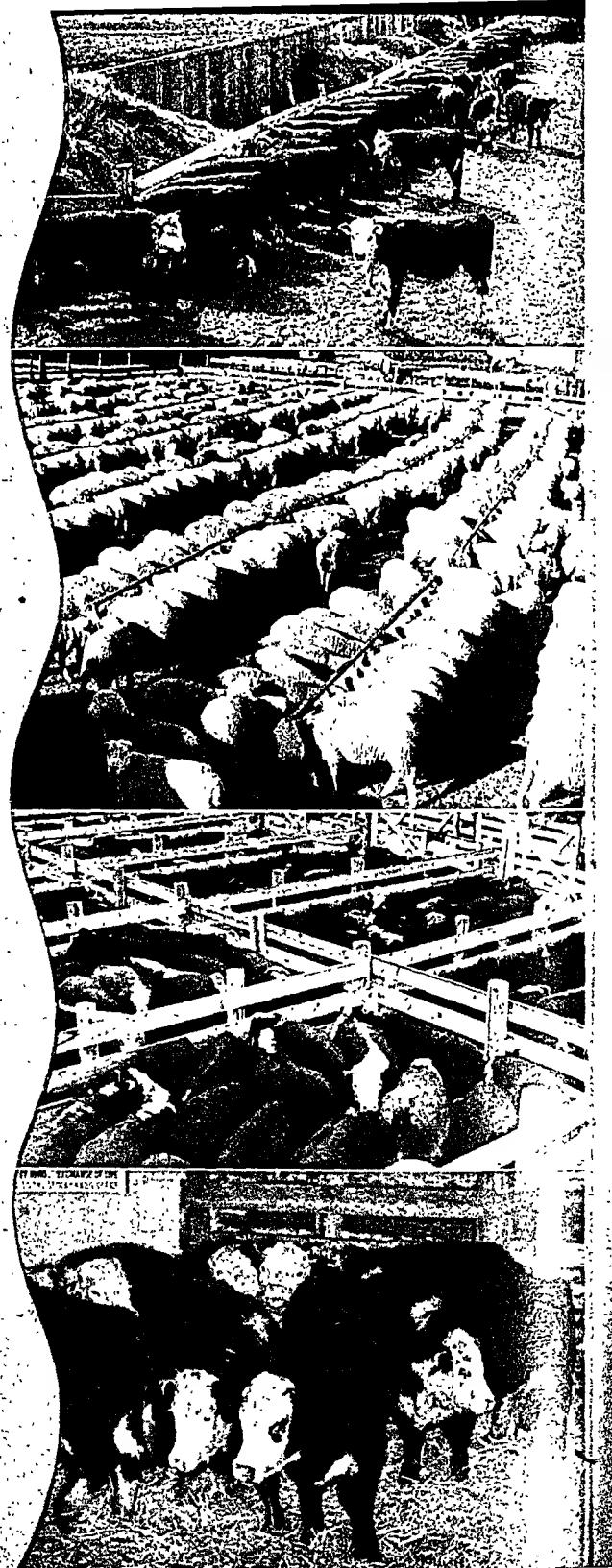
You will agree that ranching, crops under irrigation, processing of farm products in nearby factories, livestock finishing and soil fertility all fit into the one complete picture. You will also agree that the end result is prosperity and stability for all who grasp the opportunities offered.

And don't forget that the extension of irrigation to more green acres now underway will multiply these opportunities — to the farmer and the industrialist alike.

Nor have we referred to swine raised on the irrigated farms of Southern Alberta. These number into the thousands and are extremely profitable. The production of swine fits naturally into the picture — enhancing the general economy and satisfying the demand for pork products.

One more word. Ranchers and livestock men alike are learning the value of a more recent development in processing a by-product of the beet sugar industry. This product, a combination of dried beet pulp and molasses, is high in food value and will undoubtedly encourage greatly the development of the livestock industry. Here is further evidence of the stabilizing effect of irrigation, because it is not only another source of revenue for the beet growers of the south, its advantages are enjoyed by increasing numbers of livestock producers all over Western Canada.

Here, too, it would not be out of place to refer again to an industry yet to be established. This is for the production of livestock feed concentrates in pelleted form for use both on the ranch and the feedlot. When such a plant is established it will prove a great boon to the livestock industry.



# Western Food Basket

Southern Alberta has attained an important place for its production of seeds. Admirably suited as to soil and climate the area is noted for both quality and yield of seed clover, alfalfa and other legumes, including peas and beans, as well as mustard and rape seed. A wide variety of grass seeds are marketed in quantity. Of these creeping red fescue, brome and crested wheat grass are noteworthy.

Seed growers are supremely confident of the continued growth of their industry, and even now find their markets as far away as Britain and continental Europe.

There is a great future for all types of specialty crops in southern irrigated districts. On land that was once cattle range, you can raise five tons of canning beans per acre. Carrots for canning yield as high as twenty tons per irrigated acre and a similar quantity of pumpkins is produced without difficulty.

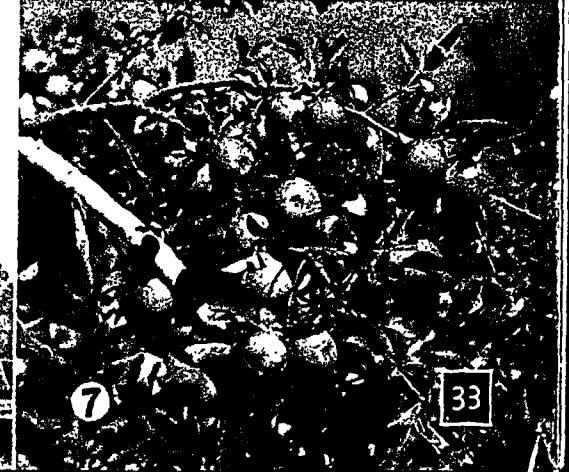
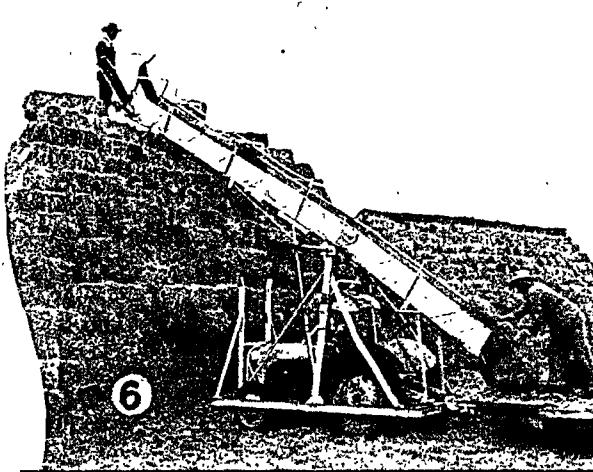
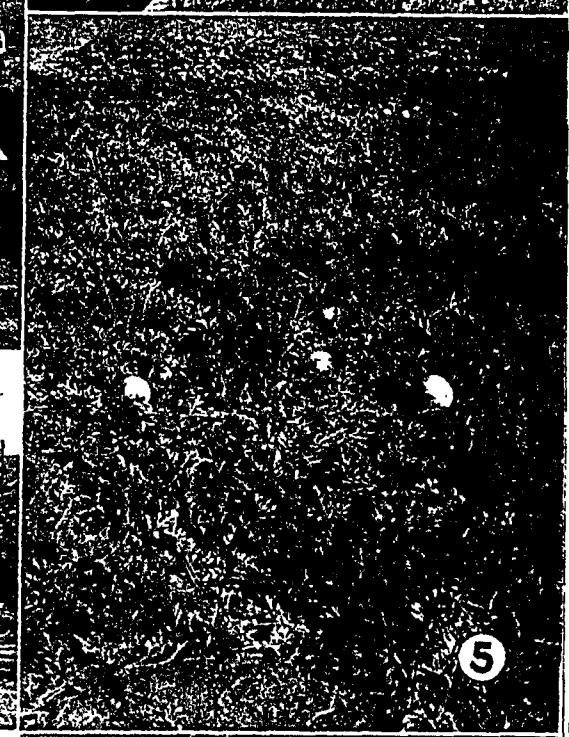
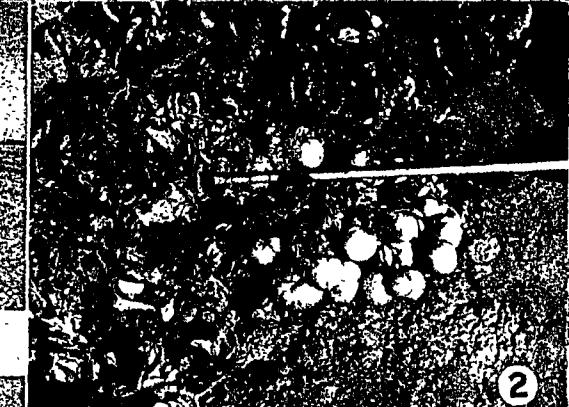
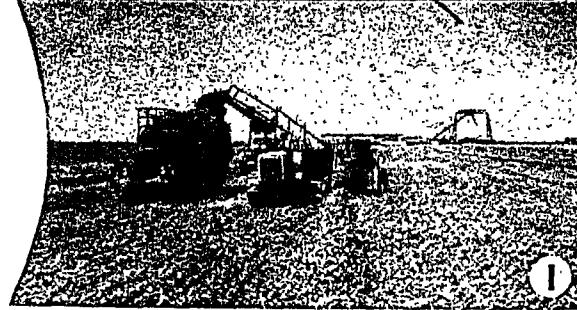
Five tons per acre is the average yield for canning corn, with a like quantity of cucumbers now grown under contract for a national pickle company. Peas grown for both canneries and the seed market average thirty bushels per acre, while potatoes have reached a record yield of 825 bushels per acre under irrigation.

It isn't irrigation alone that makes this country outstanding in the field of specialty crops. The sunshine enhances flavor as well as yield. The altitude helps, too, and the high mineral content of the soil does the rest.

A newcomer to the area is attracting a lot of attention these days. That's a strain of field tomatoes, developed by the Experimental Farm, whose flavor, color and yield promises to be eminently satisfactory for canning purposes.

Canneries are now located at Magrath, Taber, Brooks and Lethbridge. At Lethbridge, too, a quick-freeze plant is operated in conjunction with the cannery.

There are four canneries in Southern Alberta today. But mark our words, that is only the beginning.



(1) Loading green pea vines to go to viner. (2) Tomatoes.  
(3) Pea viner in canning crop area. (4) Raspberry patch.  
(5) Melon patch. (6) Stacking alfalfa hay.  
(7) Apples under irrigation.



(1) Alfalfa research at the Experimental Station includes testing large numbers of varieties to select the most suitable for the district. (2) Field Day at Nobleford, 1941. Mr. A. E. Palmer, Superintendent, Experimental Station, discussing establishment of fresh cover for Soil Drifting Control. (3) Inoculating loose smut into wheat in a wheat variety resistance test. Phil Halisky, Service Lab. (4) District Agriculturist. (5) Junior Beef Calf Club. (6) Levelling land. (7) Dr. Grant and Phil Halisky taking notes on Seedling Blight in oats. Seedling Blight was first found in Alberta; 1950. Prevalent in Eastern Canada and south of the Great Lakes in U. S. A. (8) Plots at Experimental Farm.

## Farm Services

There's more to irrigated farming than running water through a ditch. The "where, when, how and how much" of irrigation must be learned. Some crops do better, yield higher returns, take less work, find a better market. Soil erosion must be studied and controlled. Insect pests must be combatted. Strains of seed and breeds of cattle must be given careful thought. A whole new line of machinery must be used expertly.

To anyone unfamiliar with the techniques of irrigation, these facts might appear discouraging. In the first place, however, colonization plans call for a quarter of each section of land to be occupied by one wise in the ways of irrigation. That will mean every newcomer will be able to observe from his neighbor what has been proven best.

But the inexperienced farmer can do more. A few miles out of Lethbridge the Dominion Government operates an experimental farm which specializes in the problems of irrigation. If there are chances to be taken or results to be determined, this vast establishment takes the lead. And then, to show what has been learned, field days are held, lectures given and bulletins distributed.

Nearby, the Dominion Government maintains their Science Service Laboratories. There highly trained researchers are studying life cycles and control methods of insect pests and plant diseases, as well as breeding new strains of grains, grasses and vegetables. Guesswork is replaced by science; estimates by statistics; hearsay by proven experience. The general economy of Alberta and Western Canada is profiting by the work of the Dominion Science Service Laboratories — at Lethbridge.

Another development is well past the rumor stage. This is the projected agricultural school for those who choose to learn special irrigation farming methods along with their academic subjects. This will be established and operated by the Provincial Government in the district, and while a start has yet to be made on it, the new school will be functioning in due course.

Finally, there are the District Agriculturists of the Alberta Department of Agriculture and the field service men of the irrigation districts and local industries. These men possess expert knowledge. They stand ready to give freely of their experience, anxious at all times to render every possible assistance to those who need it.





Aerial views of  
Lethbridge,  
Canada's irrigation  
capital.



## *A Good Environment*

A glance back over the stories contained in this booklet shows we've been dealing largely with opportunities for farmers and industrialists. Production, income, crops and markets are basic, of course. But there's more to life than industries; more to raising a family than earning money. There's the "soil" of environment, the conditions under which you do your living.

The districts of Southern Alberta have much to offer.

As an example, take the city of Lethbridge. Growing rapidly, its population is now over 24,000. Its streets are wide and clean; its buildings modern, its homes comfortable and gracious. There are twenty-two churches and places of worship in Lethbridge. Nine elementary and three

AVERAGE INCOME ON  
IRRIGATED LAND WAS  
\$100 AN ACRE IN 1950.

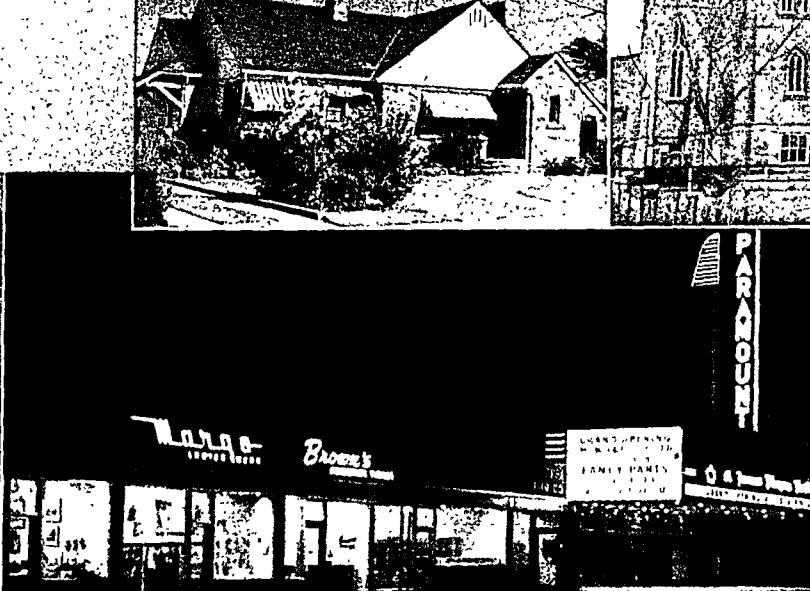


schools set a high standard of training for the young people. A splendid Civic Centre in the heart of the city is well begun with a handsome City Hall, a swimming pool, a Sports Centre and, in winter, a civic ice centre with acres of artificial ice. Two modern hospitals help serve the health needs of the community. A fine library is maintained by the city, and the Gurney Auditorium in Galt Gardens attracts visitors from far and near.

These might be classified as the finer things of life, and what we have said about Lethbridge applies in varying measure to other southern centres. Naturally, the spirit of the people is a prime consideration, and all through a long year you'll find a refreshing objectiveness, a never-forgetting which is unforgettable. In other words, the people know how to live for themselves - and for others. But they also have the will to help others.

"All is good and done, a community's finest  
people. They have nothing to do."

W. E. LEITCH  
Lethbridge, Alberta





## Time For Play

So you've established your home or your factory in Southern Alberta and now you're thinking of recreation. Well, baseball, basketball and hockey are amply provided for. So are golf, tennis, curling and badminton.

Lake resorts are not far away, where swimming, boating and picnicking are quite in order. Waterton Lakes-Glacier International Peace Park is within easy driving distance, with its mountain splendor and its facilities for holiday relaxation. A trip to world-famous Banff and lovely Lake Louise is always unforgettable — or a visit to the foothills ranches and the Calgary Stampede.

For the hunter, upland and water birds, as well as big game are plentiful.

Recreation! . . . It's just a question of choice.

# *Au Revoir*

Throughout the pages of this booklet we have presented in words and pictures something of what you will find in the irrigated sections of Alberta. We sincerely believe the presentation is not over-drawn, and know you will give the whole question your most serious consideration.

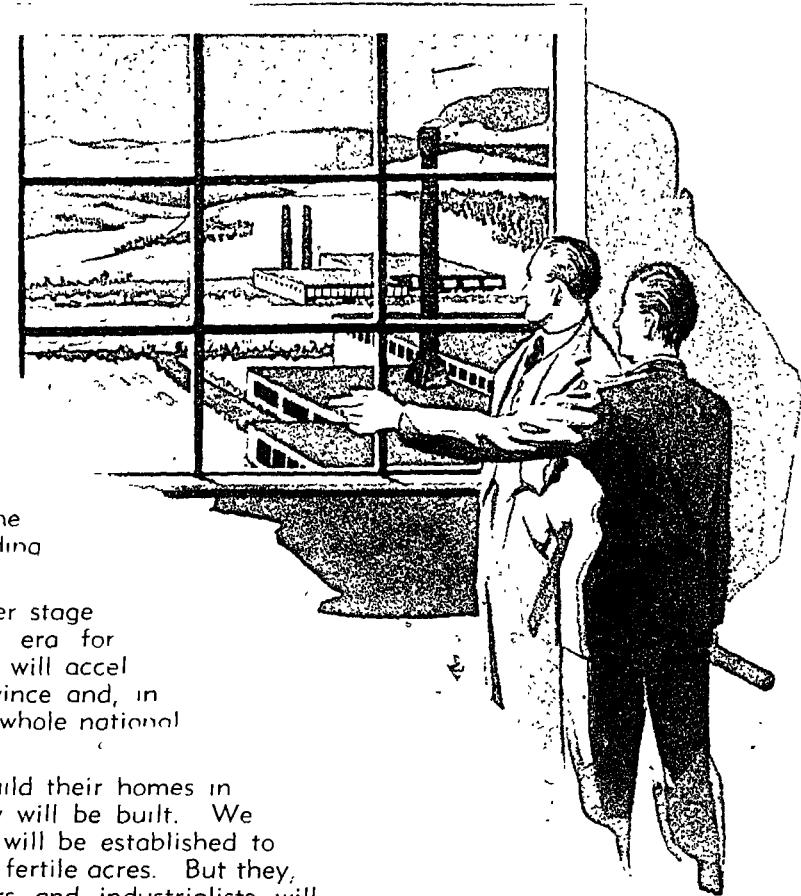
The Province of Alberta is among the richest lands in the world. Since it was formed in 1905, it has made splendid progress, and to this progress the thousands of acres in the south, touched by the magic of irrigation, have made an outstanding contribution.

Today we mark the beginning of another stage in our development — a veritable new era for Southern Alberta. This, we say again, will accelerate the progress of the whole Province and, in turn, will materially strengthen the whole national economy.

We do not know who will build their homes in these new districts. But they will be built. We do not know what factories will be established to process the wealth of these fertile acres. But they, too, will come. Farmers and industrialists will come. Both will be working for permanence because so long as the sun shines and the waters continue to flow, opportunities in this young, rich and beautiful land will continue to unfold.

It may be that you who are now reading these words will choose to become a part of this new era. You will, of course, investigate it thoroughly. Write to us for further information or come and see for yourself what we have been telling you. If you do so much, we are content to leave the decision in your hands.

And so, this is not the end. On the contrary, it can be the beginning. Our last word is an invitation from the folks in Southern Alberta. Our next will be words of welcome.



ALFALFA GIVES 3½ TONS  
PER ACRE FROM TWO  
CROPS YEARLY.

## Where to Find It

	PAGE	PAGE	
Airlines . . . . .	25	Lake Louise . . . . .	38
A R & I. . . . .	4	Lethbridge . . . . .	33, 36
Banff . . . . .	38	Livestock feeding . . . . .	26 30, 32
By-products of Sugar Beet . . . . .	32	Magrath, Charles A. . . . .	4
Calgary Stampede . . . . .	38	Markets . . . . .	16, 17
Canada Land and Irrigation Company . . . . .	5	Meat packing . . . . .	24
Canadian Sugar Factories Limited . . . . .	26 28	Medicine Hat . . . . .	23, 25
Cane sugar . . . . .	27	Mormon Church . . . . .	4
Canneries . . . . .	17 33	Natural Gas . . . . .	23
Carrying Capacity . . . . .	14 30	Oil Production . . . . .	22
Civic Centre . . . . .	37	Palliser, Captain . . . . .	4
Climate . . . . .	24	People, need for . . . . .	14
Coal reserves . . . . .	17, 22	P. F. R. A. . . . .	4, 5, 10
C. P. R. . . . .	4 25	Pincher Creek . . . . .	23
Cucumbers . . . . .	17	Pioneers . . . . .	2
Department of Agriculture . . . . .	34	Poultry . . . . .	14, 17
District Agriculturists . . . . .	34	Railways . . . . .	25
Dried Molasses beet pulp . . . . .	32	Ranching . . . . .	30
Drought . . . . .	2	Recreational facilities . . . . .	37, 38
Drought areas . . . . .	2, 6	St. Mary Dam . . . . .	1, 8, 11
Eastern Irrigation District . . . . .	4	St. Mary—Milk River development . . . . .	5, 8, 11
Experimental Farm . . . . .	12	Science Service Laboratories . . . . .	34
Feed lots . . . . .	24, 30, 32	Seed Crops . . . . .	33
Galt, E. T. . . . .	4	Settlers—Qualities needed in . . . . .	14, 15
Glenn, John . . . . .	4	Soil Fertility . . . . .	26, 33
Hydro-electric power . . . . .	23	Sugar beets . . . . .	26, 27
Industrial Commission . . . . .	17	Taber . . . . .	33
Industrial Development Board . . . . .	17	Vegetables for canning . . . . .	17
Industrial Expansion, factors of . . . . .	16	Waterton . . . . .	38
Industries needed . . . . .	24	Western Irrigation District . . . . .	4
Irrigation, effects of . . . . .	7, 12		

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## CONTRIBUTORS

the institutions and concerns whose contributions made possible the publication of this booklet on  
Life in Southern Alberta.

GOVERNMENT OF THE PROVINCE OF ALBERTA (DEPARTMENT OF  
ECONOMIC AFFAIRS)

CANADIAN PACIFIC RAILWAY

CITY OF LETHBRIDGE

VICE-LUMBER COMPANY LTD., LETHBRIDGE, ALBERTA

WTA CLAY PRODUCTS COMPANY LIMITED, MEDICINE HAT

WTA PACIFIC GRAIN CO. (1943) LIMITED, CALGARY, ALBERTA

ALBERTA WHEAT POOL, CALGARY, ALBERTA

W. J. H. ASHDOWN HARDWARE COMPANY LIMITED, LETHBRIDGE

WIK OF MONTREAL

WIK OF NOVA SCOTIA

WIK OF TORONTO

WIRD CONSTRUCTION COMPANY LIMITED, LETHBRIDGE, ALBERTA

WIRISH AMERICAN OIL COMPANY LIMITED, CALGARY, ALBERTA

WIRITISH CANADIAN TRUST COMPANY, LETHBRIDGE, ALBERTA

WRODER CANNING COMPANY, LETHBRIDGE, ALBERTA

WURNS & COMPANY LIMITED, LETHBRIDGE, ALBERTA

WALGARY BREWING AND MALTING COMPANY LIMITED, CALGARY

WALGARY POWER LIMITED, LETHBRIDGE, ALBERTA

WANADA PACKERS LIMITED, LETHBRIDGE, ALBERTA

WANADA SAFEWAY LIMITED, LETHBRIDGE, ALBERTA

WANADIAN BANK OF COMMERCE

WANADIAN FREIGHTWAYS LIMITED, LETHBRIDGE, ALBERTA

WANADIAN SUGAR FACTORIES LIMITED, RAYMOND, ALBERTA

WANADIAN WESTERN NATURAL GAS COMPANY LIMITED,

LETHBRIDGE, ALBERTA

WII. R. CARSON LIMITED, LETHBRIDGE, ALBERTA

WOCKSHUTT PLOW COMPANY LIMITED, BRANTFORD, ONTARIO

WCRANE LIMITED, CALGARY, ALBERTA

WJOHN DEERE PLOW COMPANY LIMITED, LETHBRIDGE, ALBERTA

WDOMINION BANK

WTHE T. EATON COMPANY WESTERN LIMITED, LETHBRIDGE, ALTA

WEILLISON MILLING AND ELEVATOR COMPANY LIMITED,

LETHBRIDGE, ALBERTA

WGAS AND OIL PRODUCTS LIMITED, CALGARY, ALBERTA

WGENERAL CONSTRUCTION COMPANY (ALBERTA) LIMITED,

LETHBRIDGE, ALBERTA

WGENERAL MOTORS PRODUCTS OF CANADA LIMITED,

OOSHAWA, ONTARIO

WGODDERHAM & WORTS LIMITED, CALGARY, ALBERTA

WB F GOODRICH RUBBER COMPANY OF CANADA LIMITED,

KITCHENER, ONTARIO

WHENRY BIRKS & SONS LIMITED, MONTREAL, QUEBEC

WIMPERIAL BANK OF CANADA

WIMPERIAL OIL LIMITED, EDMONTON, ALBERTA

WIMPERIAL MOTORS LIMITED, LETHBRIDGE, ALBERTA

WIMPERIAL TOBACCO COMPANY OF CANADA LIMITED,

MONTRÉAL, QUEBEC

WTHE INDEPENDENT GRAIN COMPANY LIMITED, CALGARY, ALBERTA

WINTERNATIONAL HARVESTER COMPANY OF CANADA LIMITED,

LETHBRIDGE, ALBERTA

WINDUSTRIAL ACCEPTANCE CORPORATION LIMITED, LETHBRIDGE

WS. S. KRESGE COMPANY LIMITED, LETHBRIDGE, ALBERTA

WMARSHALL-WELLS LIMITED, LETHBRIDGE, ALBERTA

WMASSEY-HARRIS COMPANY LIMITED, LETHBRIDGE, ALBERTA

WMETALS LIMITED, CALGARY, ALBERTA

WMOTOR CAR SUPPLY COMPANY OF CANADA LIMITED, LETHBRIDGE

WMCOLL-FRONTENAC OIL COMPANY LIMITED, CALGARY, ALBERTA

WMCGEACHIE & HOLDsworth LIMITED, CALGARY, ALBERTA

WNORTHERN ELECTRIC COMPANY LIMITED, LETHBRIDGE, ALBERTA

WPAPULIN CHAMBERS COMPANY LIMITED, WINNIPEG, MANITOBA

WJAMES RICHARDSON & SONS, LETHBRIDGE, ALBERTA

WTHE ROYAL BANK OF CANADA

WTHE ROYAL TRUST COMPANY, LETHBRIDGE, ALBERTA

WSICKS BREWERIES LIMITED, CALGARY, LETHBRIDGE AND

EDMONTON, ALBERTA

WTHE TORONTO GENERAL-TRUSTS CORPORATION, CALGARY, ALTA.

WUNION MILK COMPANY LIMITED, CALGARY, ALBERTA

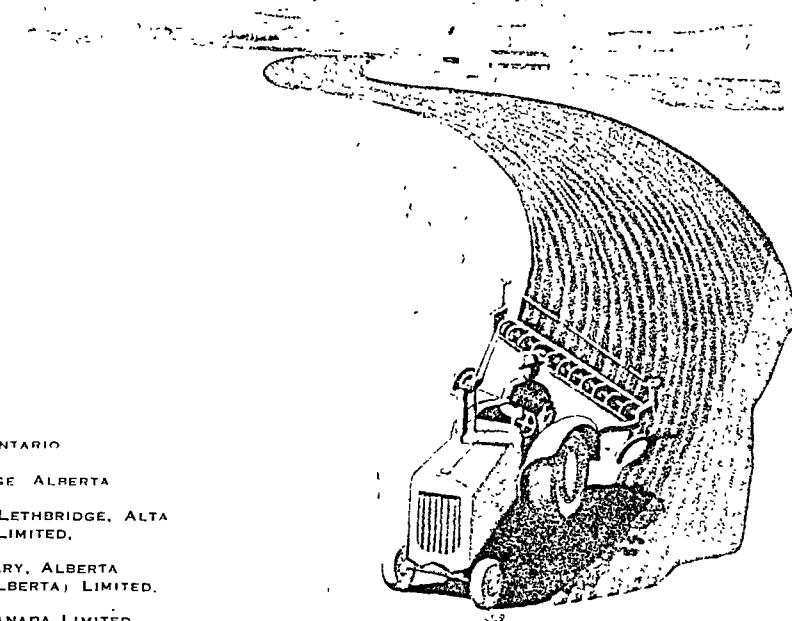
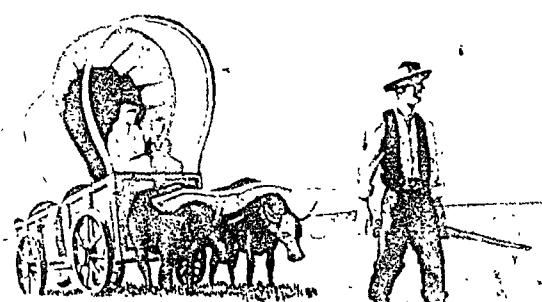
WUNITED GRAIN GROWERS LIMITED, CALGARY, ALBERTA

WW. C. WELLS CONSTRUCTION COMPANY LIMITED, SASKATOON

AND EDMONTON

WWESTERN CANADA HARDWARE LIMITED, LETHBRIDGE, ALBERTA

WF. W. WOOLWORTH COMPANY LIMITED, LETHBRIDGE, ALBERTA





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